COMBINING THE INLAND PRINTER WITH AMERICAN PRINTER AND LITHOGRAPHER

DECEMBER • 1960 • ANNUAL DIRECTORY ISSUE

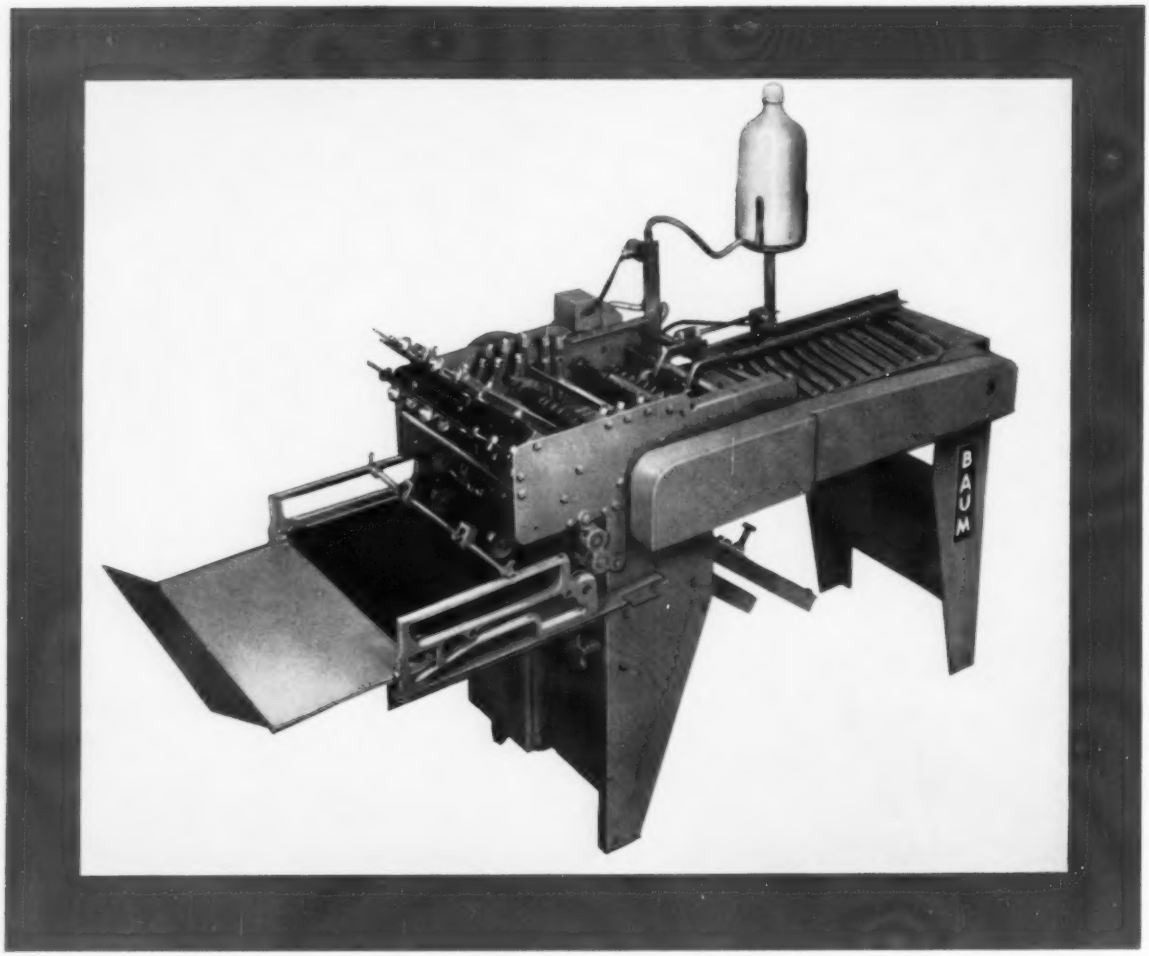
THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

- How to Lithograph on Aluminum Foil
- Church Typography Needs Modernizing
- New Florida Plant in Tallahassee
- Training Will Help Salesmen to Sell
- International Printing Week Jan. 15-21

THE INLAND AND AMERICAN

PRINTER & LITHOGRAPHER

RICK KOESTERER



THE NEW FACE OF AMERICA

The other day . . . a Facsimile Letter a second sent from Washington to Chicago . . . and vice versa. A battery of machines in use in the Washington Main Post Office and in Chicago . . . all BAUMFOLDERED.

Congratulations to the engineering genius of outstanding American firms—

International Telephone & Telegraph Corporation: Bell & Howell; Stromberg-Carlson Division, General Dynamics Corporation; Haloid-Xerox; Pitney-Bowes.

The BAUMFOLDER has been standardized exclusively for this important development that annihilates time. We are proud to have been selected with the fine American firms who engineered the greatest advance concerning the Graphic Arts, since Gutenberg invented movable type.

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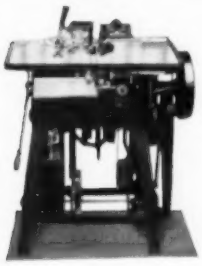
Forty years' pioneering . . . continuous research . . . proving it CAN be done . . . has resulted in AUTOMATION at its POWER-PROFIT BEST. Various single operations are performed in ONE . . . BAUMFOLDER-style . . . opening up new fields with NEW PROFIT.

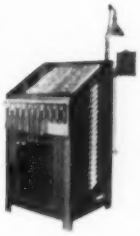
May we serve you? I would appreciate your telephoning me Collect (Locust 8-4470).

RUSSELL ERNEST BAUM, Inc.

Locust 8-4470 1540 Wood Street, Philadelphia, Pa.

LUDLOW BRIGHTYPE ELROD





The Ludlow (at the extreme left) produces slugline composition from 4 point to 96 point, also ruleforms. Advertising figures and alphabets up to 240 point are cast as individual characters lengthwise of the slug.

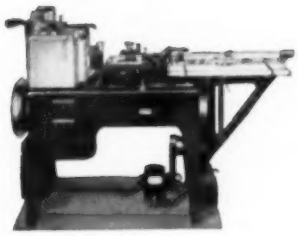
The Ludlow Universal Matrix Cabinet (shown in center above) accommodates all sizes of matrices, particularly large sizes, in normal case arrangement. Supplied either left or right-hand pull.

The Ludlow Standard Matrix Cabinet (shown at the left) meets most composing room requirements. Holds 20 cases; available in left or right-hand pull.

The Brightype (shown at left) method converts letterpress material into photographic images for offset, letterpress, rotogravure or other printing. Uses present typesetting facilities and gives excellent reproduction.

The Ludlow Supersurfacer (shown at the left) facilitates high-quality printing on any paper stock, reducing press make-ready. It trims a micrometric skin-cut from the face as it is fed through.

The Ludlow Shell-Hi Slug Shear (shown at the left) shears the Ludlow shank from the slug-head, converting it to a one-line plate for use with shell-cast stereotypes, and for corrections and additions.



The Elrod (shown at the bottom left) produces leads, slugs, rule and base material ranging in size from 1 point to 36 points. Elrod material is of uniformly high quality. Available with electric or gas crucible.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family

5 NEW RECRUITS TO THE LITH-KEM-KO LINE

REPORTING FOR DUTY!

"AQUA-CHECK" DETECTION KIT #3012: A simple, fast and accurate method to determine the amount of water in alcohol used for washing deep etch plates. Kit contains necessary glassware, chemical reagent and test samples for 60 tests. Platemakers no longer need expensive chemical equipment and long drawn out testing periods to learn if the alcohol they are using is suitable. The kit is attractively boxed and extra reagent is available when needed.

ALL 5 OF THESE NEW LITH-KEM-KO PRODUCTS HAVE BEEN FIELD TESTED AND LABORATORY APPROVED

RUB-UP INK #2401: A new formulation to meet the requirements of today's lithographic techniques. Its value is in the original rub-up of any type plate and for "rejuvenation" of plates during press runs. Also an aid to protection of a plate when stored. LITH-KEM-KO RUB-UP INK will never glaze or dry, can be washed out easily; it's picked up quickly by the image, keeps it ready for quick pick up on press. Conveniently packaged in one pound tubes or 5 pound cans.

"INK-DRI" #2499: A new press water fountain solution additive to speed up drying of press ink. A helpful chemical when it is necessary to back up a sheet immediately after running the first side. INK-DRI is also helpful when a job must be cut, folded or bound as soon as the press run is finished. It is added in small amounts to ready-to-use fountain solution. Has an indefinite shelf life, so can be on hand when needed in a hurry. Available in quarts and gallons.

"GLAZE-OFF" #8003: A brand new chemical to rejuvenate blankets. Its prime use is to remove the glaze built up by ink film or by oxidation of the rubber. Normal solvents do not remove this glaze completely, but new LITH-KEM-KO GLAZE-OFF is 100% effective. The blanket can be left on the cylinder when GLAZE-OFF is used. It can be mixed with LITH-KEM-KO PRESS WASH #8007 for a better job and complete cleaning job. Available in quarts, gallons and 5 gallon drums.

LITHO PRESS WASH #8007: This new press wash uses modern chemical solvents to quickly and completely dissolve and remove ink films from press rollers and blankets. Easy and economical to use; will not deteriorate rubber or synthetic rollers; it's safe too, since it is not flammable. Available in single gallons and 5, 30, and 54 gallon drums.

LITHO CHEMICAL & SUPPLY CO., Inc.

46 HARRIET PLACE, LYNBROOK, NEW YORK

4227 WEST 43RD STREET, CHICAGO 32, ILLINOIS • 1418-22 SANTA FE AVENUE — LOS ANGELES 21, CALIFORNIA

FOUNDED AS THE INLAND PRINTER IN 1883

THE INLAND AND AMERICAN
PRINTER and LITHOGRAPHER

THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

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LEADING ARTICLES

Lithographing on Aluminum Foil—A New Dimension 51
Aluminum foil is now widely used as a packaging material and for direct mail pieces requiring novelty and brilliance of color

New Florida Plant Located in State's Capital City 54
Rose Printing Co., owner of new Tallahassee plant, also operates printing firms in St. Augustine, Jacksonville, and Miami, Fla.

Church Typography Needs Modernizing Treatment 57
Church architecture has changed over the years, but the design of religious printed matter has not. Here are ideas you can use

Differences in Quotations Confuse Purchasing Agents 60
It's no wonder that purchasing agents insist upon at least three quotations from printers when there's such wide variance

How a Brief Phone Call Led Me to a $12,000 Order 62
It started with phone conversation about how I could help him with his house publication, but his real headache was a rush catalog

International Printing Week Scheduled for Jan. 15-21 63
More than 400 Printing Week kits have been distributed throughout U.S. and other countries. Printing Education Week at same time

How to Apply Lacquer to Deep-Etch Aluminum Plates 64
Lacquering will make the images more ink receptive, more resistant to blinding. Here are good suggestions your platemakers can use

What the Composing Room Was Like 100 Years Ago 66
Shop layout, type case, composing stick similar to those of today; mechanical typesetting units invented and patented in 1860's

Web Offset Big and Smaller—What's Happening to It? 70
Here are experiences of Safran Printing Co. in Detroit in past six years. Process has exceeded earlier expectations as to quality

Annual Directory of Equipment, Services, and Supplies 127

For contents of previous issues consult the Industrial Arts Index in your library

REGULAR FEATURES

Composing Room	66	People in the News	114
Convention Calendar	104	Pointers for Printers	119
Graphic Arts in Washington	102	Pressroom	74
Last Word	188	Promotion File	70
Month's News	84	Proofroom	73
New Equipment	76	Salesmen's Clinic	72
New Literature	123	Slugcasting Problems	69
Newsletter	47	Specialty Printer	82

For Free Literature on Graphic Arts Equipment and Supplies, see pages 179-180

Outperforms All Others in its Class

the "Challenger"

- Capacity 1,500 lbs.
- Lifts to 57-in. high
- Synchronized 12-volt heavy duty system

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A Rugged, Troublefree Dollar-Saver

the "Pedalift 21"

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the "Big Joe 299"

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- Full bearing control

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over 80 other proven models for Hydraulic Handling

BIG JOE MANUFACTURING COMPANY
COLONY DRIVE
Wisconsin Dells, Wisconsin

LETTERS TO THE EDITOR

Apprentices: Want to Work For Israeli Offset Printers?

As chairman of International Exchange Committee of the International Association of Printing House Craftsmen, Inc., I have received the following letter from the Israel American Offset Printing Co., Ltd., P.O. Box 1694, Tel Aviv, Israel:

"We would consider playing host to two young apprentices in the offset trade. We have an opening in our press department, with some experience on small presses such as the Chief 24, and one opening in the camera department color department with some experience on the Furst Apparatus. While in Israel they will receive 'union scale' according to their ability.

"We are prepared to employ them for a period up to two years, and we will give priority to persons who can arrange for two of our young employees to be placed in equal positions abroad, and gain the opportunity for further experience in this field.

"IAO, an American owned and operated firm in Israel, extends to you best wishes for success in your vital work."

Apprentices interested in this opening should write directly to the Israel American Offset Co., Ltd. Employers interested in having two young employees from Israel work in their plants should also correspond directly with the Israel American Offset Co., Ltd.—Lee Augustine, P.O. Box 1422, Cincinnati.

Here's Info on "Smallest Book" If You Still Want to Order One

The enclosed item ["Smallest Book in World"—April, 1960, p. 162] appeared in your magazine a few issues back. Unfortunately, the information was not complete. I was in the Gutenberg Museum and purchased a quantity of these small books during my trip to Europe. After returning, I subsequently have sent two orders to the Museum for additional quantities. In these cases, I simply made out my personal check payable to the Gutenberg Museum for the amount of the purchase and included a nominal sum for mailing the books ordered to me. The check and my order were sent to Dr. H. Presser, Director, Gutenberg Museum, Mainz, West Germany.

Each book is in a plastic container, the cover of which can be opened by sliding it around a single metal screw in one corner. Some of these plastic containers have a plain bottom. The others contain a five-power magnifying glass that is incorporated in the bottom of the plastic container and which may be used for examining the book. Books in the containers that have a magnifying glass cost 10.-DM (Deutsches Marks). This is the equivalent of $2.40 in United States currency. The books in plastic containers without the magnifying glass are sold for 5.-DM, which is the equivalent of about $1.20. About 15% of these prices should be included in the check to cover postage.—J. Homer Winkler, 505 King Avenue, Columbus 1, Ohio.

Should Profit Be Measured Against Profit or Sales?

There is a practice among accountants, businessmen, and financial news writers to express an increase in profits as 75% (or some such other large figure) so that it reaches headlines and thus causes great misreading and misunderstanding among many people.

A certain concern, or industry, makes a profit in 1958 of 3.6%. In 1959 the profit increases to 6.3%. Thus there is an increase of 2.7% measured against sales. This 2.7% increase is placed in the numerator and 3.6% in the denominator and a new decimal is arrived at, as 75%. Then this 75% is placed in the headlines, with great joy and gladness. This writer thinks such practice is erroneous.

The percentage of profit is actually represented as 06.30 for 1959 and 03.60 for 1958. The increase is 02.70. These percentages are against sales. To take these percentages and "per cent" them again, against each other, is gross error. This method (per cent ÷ per cent = per cent and then shouting in headlines the result) to me is compounding an error. Can we per cent percentages?

Per centum has to do with the "hundred" or the "whole."

One hundred per cent is the whole. There can be no more. No part of a thing can be greater than the whole. Profit, is part of the whole. There can be only one whole—the total amount of the sales.

If a business made a profit of 2% in 1958 and 6% in 1959, the profit increase was 4%. To compute this increase as 500% increase is just not so. It is three times the profit of the year before, but you could not say it is 300% more.

If a business made no profit in 1958 and the profit ratio line showed exactly 00.00 and in 1959 the profit was 4%, we could correctly say the profit increase was 4% over the previous year. BUT, to use the formula above objected to, the computation would be to divide zero by 4% which would bring a result of 0%.

Using the same method objected to, a loss in 1958 represented by 00.02, and a profit in 1959 represented by 06.00 would result in a numerator of 00.02 and a denominator of 06.02 (the 6% gain plus the .02% loss) with the ridiculous result of .0033222% to infinity. By multiplying this ridiculous figure by the 6.02 factor, we come back to .0199999 to infinity.

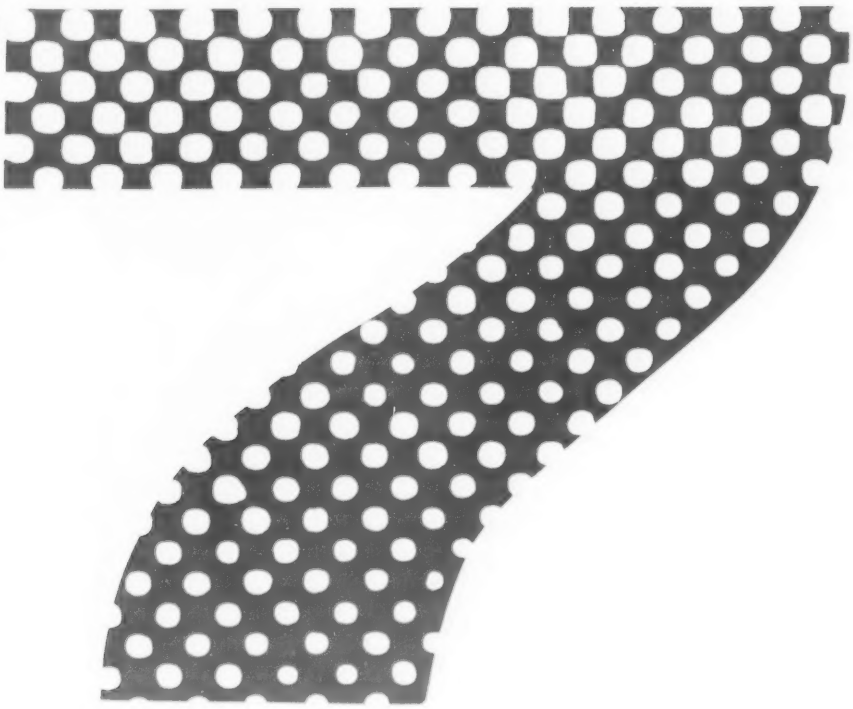
Besides believing the profit-measuring-against-profit method above recited to be mathematically in error, I believe the method to be psychologically wrong. Very few people understand percentages.

When profits are measured, it is this writer's opinion that they should only be, and always be, measured against sales.

—George R. Dunlap, Erie, Pa.

NEW . . . from Du Pont Research

CPM



Cronar ⊕ Pan Masking Film. The latest

graphic arts product from Du Pont featuring *a clear backing, .007" base, a superbly balanced emulsion* and *special surface.* Because of these features, you can expect:

- ***"Improvement in pastel colors and the correct amount of diffusion for camera-back masking. Result: reduced handwork."***

  Tony Paladino, Camera Foreman, Foote & Davies, Atlanta, Ga.

- ***"Excellent registration, better diffusion, plus no drawdown problem such as Newton's rings in premasking of transparencies."***

  John Bond, General Superintendent, J & O Kencolour Division, John & Ollier Engraving Company, Chicago, Ill.

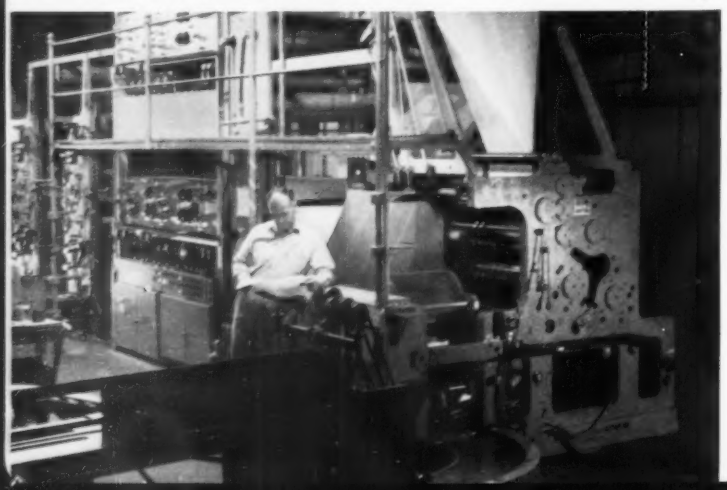
For a technical data sheet on CRONAR Pan Masking Film, see your Du Pont Technical Representative or write: E. I. du Pont de Nemours & Co. (Inc.), Nemours 2432, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

⊕ Symbol and CRONAR are Du Pont trademarks for polyester graphic arts films.
This advertisement was prepared exclusively by Phototypography.

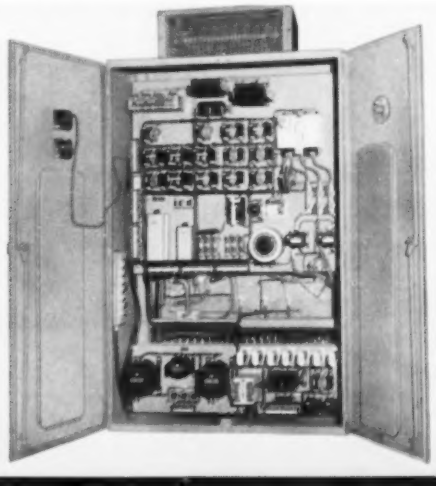
DU PONT

Better Things for Better Living . . . *through Chemistry*

New web offset press in action. Mr. Heissner says, "Everyone here is pleased with the precise speed control we get with Cutler-Hammer control."



Dependability through simplicity. That's the key to the D-c Webmaster Drive. Most efficient drive available for normal press operating requirements.



CONTROL

Mercury Lithographing cuts maintenance costs with Cutler-Hammer D-c Webmaster

Static-powered group press drive has no moving parts to cause trouble

"We cut our maintenance cost and improve service whenever we simplify or eliminate moving parts," says Mr. Herbert Heissner, web press superintendent, Mercury Lithographing Corp., 46-81 Metropolitan Ave., Brooklyn, N.Y.

"This principle influenced us in our selection of Cutler-Hammer's D-c Webmaster Group Press Drive for our new web offset press. Definite advantages of the static drive are already evident in low maintenance."

Cutler-Hammer's D-c Webmaster converts A-c to D-c with no moving parts of any kind in the conversion system. This, of course, reduces maintenance to a bare minimum. It saves space, too, over heavy cumbersome rotary conversion equipment.

The use of silicon rectifiers in Webmaster provides a higher efficiency than any previous method of power conversion.

But, probably more important than anything else is the precise speed control you get with the D-c Webmaster . . . stepless control from inching to top speed. A combination of dynamic and mechanical braking assures smooth, non-fading stops quickly, safely. Get more details on the dependable, Cutler-Hammer D-c Webmaster group press drive soon. Send for Pub. ED-57-Y226.

As the leading supplier of control to the Graphic Arts industry Cutler-Hammer can supply you with control to fit your needs exactly. Be sure to specify Cutler-Hammer control on the next equipment you buy. And, contact the nearest Cutler-Hammer sales office if you have a question about control.

Cutler-Hammer control is the brand supplied by the Graphic Arts industry more often than all others combined.

WHAT'S NEW? ASK...

CUTLER-HAMMER

Cutler-Hammer Inc., Milwaukee, Wisconsin • Division: Airborne Instruments Laboratory • Subsidiary: Cutler Hammer International, C. A. Associates: Canadian Cutler-Hammer, Ltd.; Cutler-Hammer Mexicana, S. A.

CONTROL

printers . . . lithographers . . .

LET'S SWAP IDEAS!

Earn a share of Kimberly-Clark stock!

Stock earner No. 13!

Surface saver—To protect a used halftone for storage, clean it thoroughly with solvent. When dry, lay a small strip of paper along one edge, and give the entire surface of the halftone a heavy coating of regular padding cement. The strip of paper permits you to mark the identity of the cut and facilitates removal of the protective coating.

Donovan B. Fantz, Fantz Printing Company
Lima, Ohio

Stock earner No. 14!

Stop scratching—When printing a solid on both sides of a coated stock, the problem often arises of scratching the first side while printing the second. Several solutions have been tried—increasing the drying time; offset spraying; periodic washing of the tympan—to no avail. Finally we discovered that covering the tympan with a self-adhering clear plastic eliminated 99% of our problem.

S. Bernard Lieberman, Lieberman's Printery
Wilkes-Barre, Penna.

Stock earner No. 15!

Quick sealer—To staple or seal a direct mail folder takes time, costs money and the folder is often torn or spoiled when opened by the recipient. To avoid this, pile the trimmed pieces in the padding machine and run a brushful of padding compound down the center—or in several places for wide or heavy pieces. When cut apart, each folder is perfectly sealed, yet opens easily and without tearing.

Anthony Capelotti, Bindery Supervisor
Standard-Modern Printing Co., Brockton, Mass.

Send us your ideas—You may earn a share of stock. Just write them out clearly and simply, and send to Kimberly-Clark. Pictures or drawings that help explain the idea are welcome. All ideas become the property of Kimberly-Clark. For each idea chosen to appear in subsequent national magazine ads, a share of Kimberly-Clark stock will be awarded to the sender. In case of similar contributions, only the first received will be eligible for the stock. Decisions of the judges are final. A total of eighteen shares will be awarded.

Don't delay... send yours, today!

Address: Idea Exchange Panel
Dept. No. IA-120
Kimberly-Clark Corp.
Neenah, Wisconsin

Lithographers like low-cost, high performing **Lithofect offset enamel** by Kimberly-Clark!

Specify Lithofect for jobs where cost is of prime importance. Double-coated Lithofect gives peak appearance—upgrades any job without increasing its cost.

Specify Lithofect for superior opacity, high brightness and excellent uniformity. Its premium clay coating gives a superfine finish and superior ink holdout.

Specify Lithofect for trouble-free press performance, full ink coverage and a *look* of quality printing that belies its cost.

Kimberly-Clark's complete line of printing papers includes: **For letterpress**: Hifect enamel
Trufect enamel
Multifect coated book
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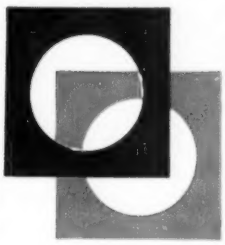
For web offset: Kimberly web offset enamel
Truweb coated offset
Lithoweb coated offset

For offset: Prentice offset enamel
Prentice velvet coated offset
Prentice coated cover
Lithofect offset enamel
Shorewood coated offset
Fontana dull coated offset
Kimberly Opaque
Metro

SWAP IDEAS WITH YOUR KIMBERLY-CLARK MERCHANT!
Tell him your requirements, and he will help you choose the right paper for the job.

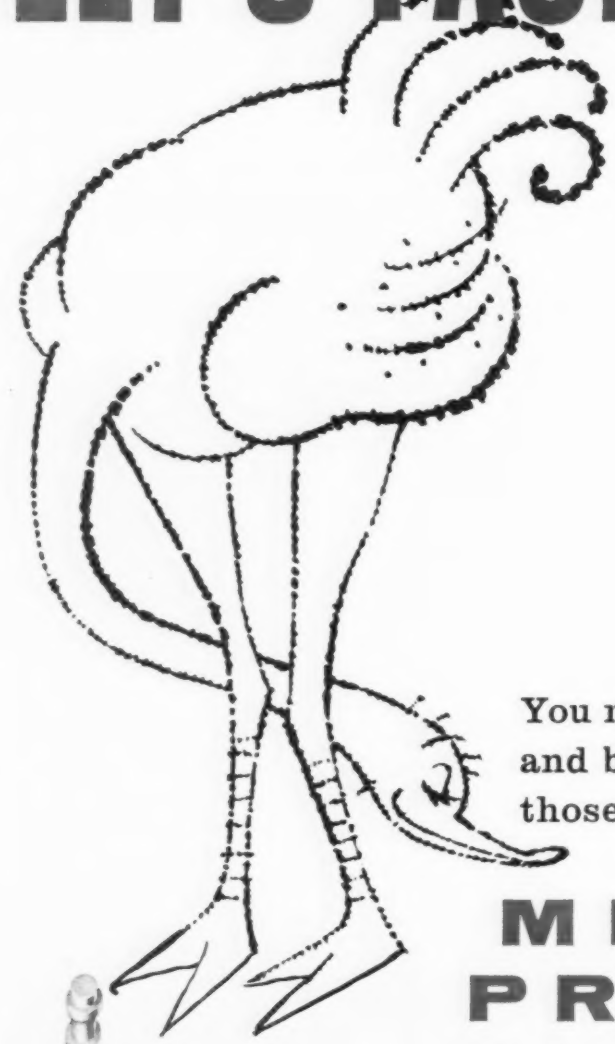
Kimberly Clark
PRINTING PAPERS

FREE from Kimberly-Clark
24-page booklet by
Eugene M. Ettenburg and
Ralph E. Eckerstrom
"How To Prepare Artwork For Letterpress—Lithography"



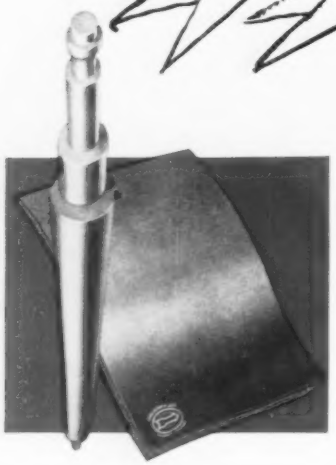
KIMBERLY-CLARK CORPORATION, DEPT. NO. IA-120, NEENAH, WISCONSIN
Please send me my free copy of "How to Prepare Artwork For Letterpress—Lithography."
NAME _____
POSITION _____
FIRM NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
MY PAPER DISTRIBUTOR IS _____

LET'S FACE IT!



You need special rollers and blankets for many of those "problem" jobs . . . Get

MERCURY PRODUCTS



Most complete line of special-purpose rollers and blankets or coverings

Having difficulty with heavy solids on coated stocks? Or in running foils or book coverings? Rapid Roller Company can help you—with technical advice, and the industry's largest variety of special rollers and blankets for every purpose. Rapid laboratory service and technicians are always at your command.

RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS
EASTERN SALES OFFICE AND WAREHOUSE: 218-224 ELIZABETH AVENUE • NEWARK 8, N. J.

New RECORDAK LISTOMATIC Camera adjusts automatically from card to card!

A unique advantage in shooting film for offset printing of schedules, directories and other listings

This ingenious RECORDAK Camera makes possible a new system that's simplicity in itself! Each listing (up to 3 lines) is typed on a data processing card . . . necessary headings (12, 24, and 36-point type) also go on individual cards.

These cards are then fed into the RECORDAK Listomatic Camera which photographs them at a rate of 230 per minute . . . automatically adjusts for number of lines or type sizes on each card!

After processing, the film is made up into page layouts . . . ready for shooting with offset camera. That's all there is to it!

Keeping cards up-to-date for future editions is simply a matter of substituting new cards for those that have become obsolete. There's no need for a complete re-typing or typesetting of the job; nor is there need for wholesale "makeovers" of existing plates or layouts.

Another important feature—Many different schedules or compilations can be printed from the same deck of cards.

Free folder on RECORDAK Listomatic Camera suggests "new business" possibilities for your company. Send for it today.

RECORDAK®

(Subsidiary of Eastman Kodak Company)

originator of modern microfilming

—now in its 33rd year

IN CANADA contact Recordak of Canada Ltd., Toronto

MAIL COUPON TODAY VV-12

RECORDAK CORPORATION, 415 Madison Ave., New York 17, N.Y.

Send folder describing new RECORDAK LISTOMATIC Camera.

Name_____ Position_____

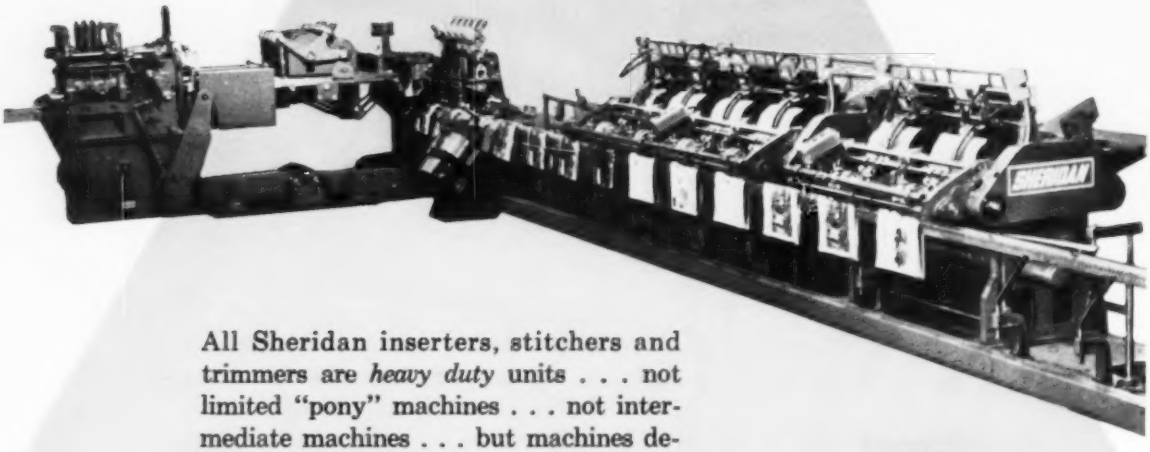
Company_____

Street_____

City_____ State_____

AUTOMATIC SADDLE BINDING?

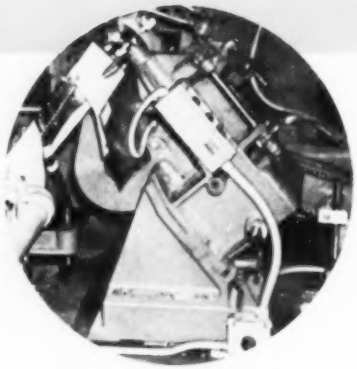
Sheridan builds to achieve high hourly production... not to meet a price!



All Sheridan inserters, stitchers and trimmers are *heavy duty* units . . . not limited "pony" machines . . . not intermediate machines . . . but machines designed and built to deliver consistently high hourly production.

This extra value may mean a slightly higher *initial* investment . . . **BUT** Sheridan equipment *consistently* returns higher profits through a substantially lower cost per thousand books.

Heavy duty construction of all units, with the weight in the *right* places, plus dynamic balancing of rotating parts, eliminates vibration and deflection, the major causes of equipment malfunction. These extra construction values also mean minimum maintenance and longer machine life.



Only Sheridan offers the positive action Sheridan master book caliper for unfailing detection of over or under sized books . . . another extra value feature.

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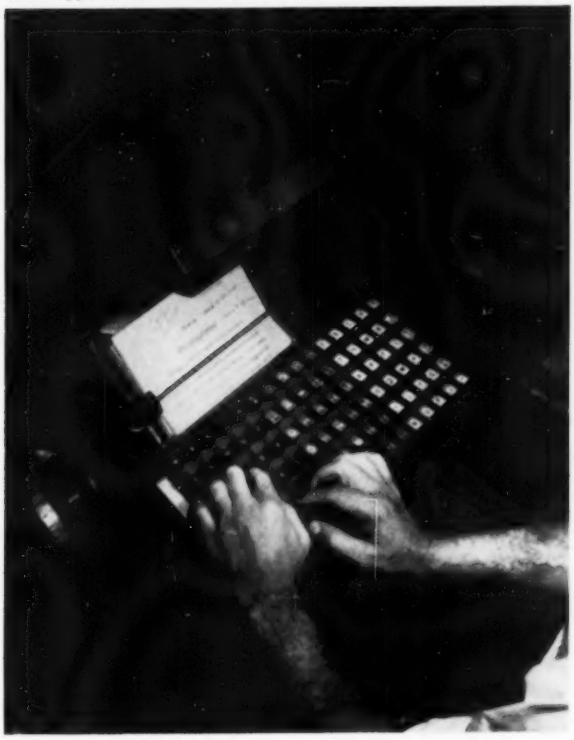
More type in less time at lower cost . . . with FAIRCHILD TELETYPESETTER®



Compare manual linecasting speed with...TTS® tape-perforating speed and see

WHY TELETYPESETTER® BOOSTS TYPE OUTPUT

If you do not have a TTS® perforator, you can still make this simple test in your own shop:

1. Have a galley of type set manually on your linecasting machine, timing it exactly.
2. Have your secretary type the same copy, line for line on a typewriter, also timing it carefully.
3. Compare the difference in time.

That's all there is to the test, because typing speed is comparable to the speed of perforating tape on the Teletypesetter Perforator—with its typewriter-like keyboard. If the difference surprises you, remember that manual linecasting speed is limited by a number of factors, including the mechanical steps involved, a complex keyboard layout, and a greater number of keys. Typing or perforating speed is not.

Also consider this: Linecasting machines are geared to produce from 7,000 to 14,000 ems per hour. Manual operators can seldom exceed 3,000 ems. But when the linecaster is operated automatically by TTS, the machine continuously operates at its full capacity. This is real economy, because your linecasting machine produces the full amount of type it was built to supply! You eliminate the peaks and valleys of stop-and-go manual operation by the steady, continuous production that is possible only through automatic linecasting.

TTS cuts composition costs on trade books, text books, magazines, directories and guides, mailing lists, catalogs, labels, telephone books, imprints of all kinds, and similar straight matter.

For a 24-page booklet fully describing this easily maintained mechanical system, mail the coupon below.

The Fairchild Teletypesetter system comprises the TTS Multiface Perforator (above) and the TTS Operating Unit (below) plus an Adapter Keyboard. TTS casts automatically from 5½ to 14 point, up to 30-pica widths, in any type face.

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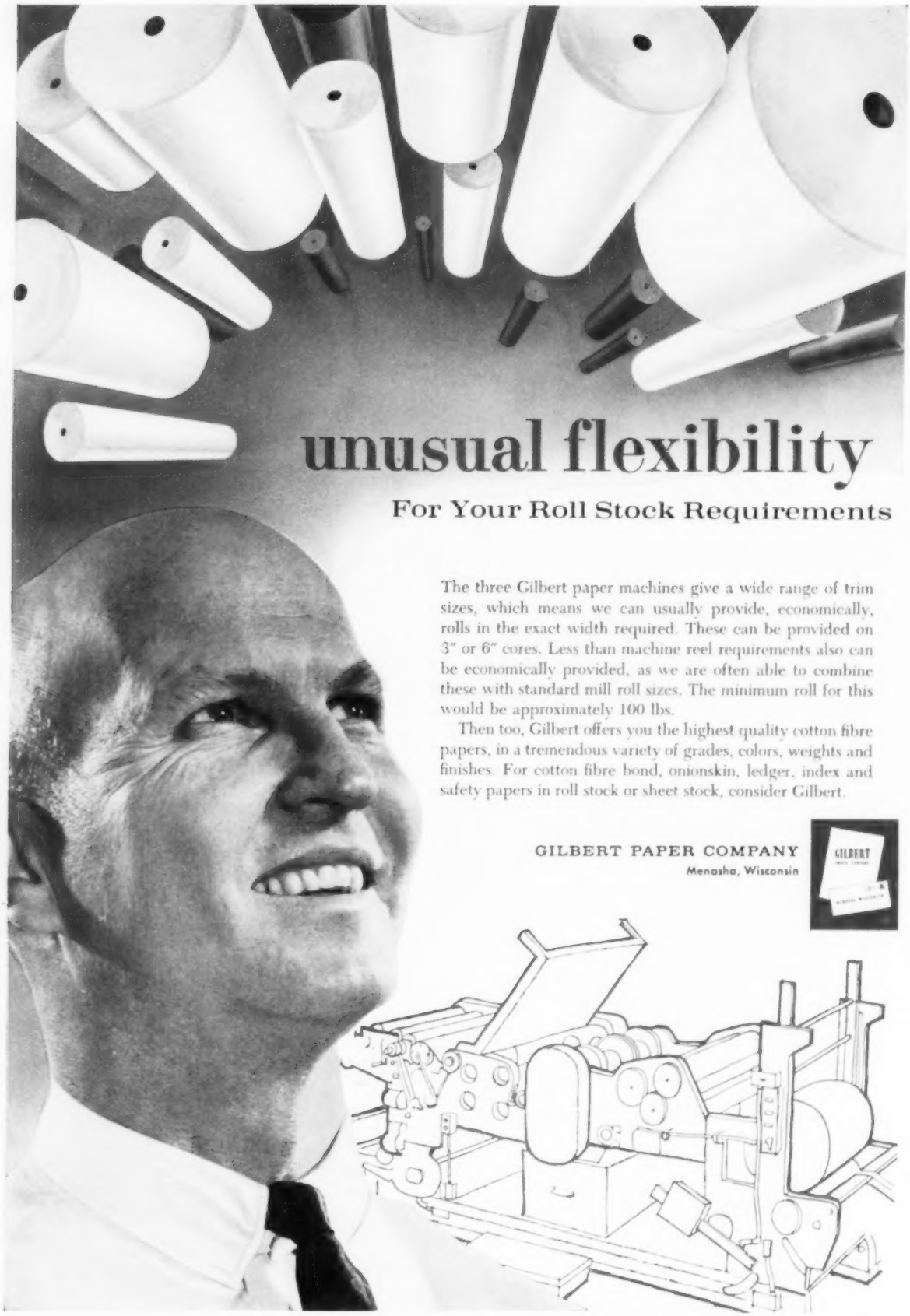
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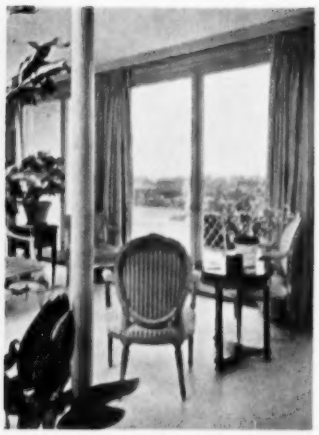

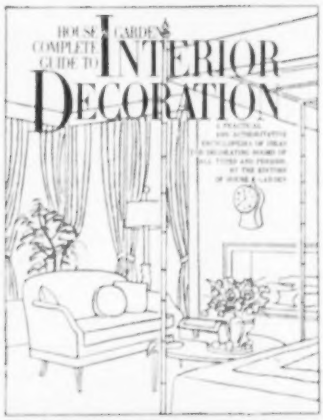

Beautiful Way to Give a Woman Ideas

The home decoration ideas and dreams of thousands of American women will be influenced by the "Complete Guide to Interior Decoration," compiled by House & Garden magazine.

To assure this end, the color reproductions of furniture, fabrics and materials had to be just about perfect. And they are. The Condé Nast Press wisely chose West Virginia's Sterling Letterpress Enamel for this handsome book. The level, glossy surface of Sterling Letterpress Enamel is ideal for catching minute variations of brightness and shade. Opacity is excellent, and the paper's uniform stability assures good press performance.

Sterling Letterpress and all other members of Westvaco's complete family of fine papers give you unusual quality and economy whatever your printing needs. This is in addition to the benefits of West Virginia's direct sales policy and service, plus the finest technical service available. For full details write to West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, N. Y., or call one of the offices listed below.

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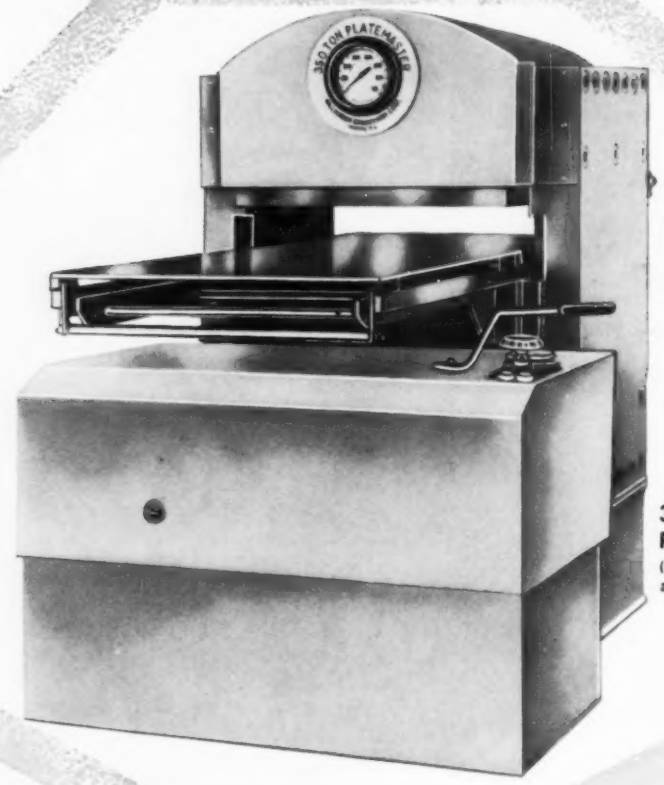
The cover of the "Complete Guide to Interior Decoration" was printed on Sterling Letterpress Enamel 120# basis and the text on 80#. The Condé Nast Press printed the book on two-color Harris sheet-fed presses. Several of the signatures and this insert were printed by Pace Press Inc., N. Y. The 4/c signatures were run on a 71" Cottrell rotary letterpress press. Illustrations *© 1960 by The Condé Nast Publications Inc.*

West Virginia Pulp and Paper

This insert is printed on Sterling Letterpress Enamel, 25x38—80#.



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ATF Typesetter "Retnec System" simplifies tricky composition problems

This issue of ATF News was composed on the ATF Typesetter.

The words you are now reading were first set on the Typesetter Keyboard Unit, a machine about the size of a typewriter. This unit produced a typewritten proof and a coded tape.

The coded tape was then fed into the Typesetter Photographic Unit, a machine not much larger than the first, which set the copy, inserted the italic or bold, spaced the words, justified and spaced the lines, and produced a sharp finished image on photographic paper ready for the platemaker—all with a beam of light and the strip of coded tape.

One of the fringe benefits of tape controlled machines is their unique ability to follow a reverse sequence with no loss of speed or precision. For example, if the coded tape that controls the photographic unit of the ATF Typesetter is inserted in reverse, it will set ".god yzal eht revo spmuj xof nworb kciuq ehT" just as fast as it will set "The quick brown fox jumps over the lazy dog."

On strictly mechanical coded tape controlled machines, this ability to follow a reverse sequence is rarely used. On most machines, it is useless.

However, because the ATF Typesetter is a photo-mechanical machine, this ability to follow a reverse sequence has been developed into a practical and useful feature. For ATF Research has combined the Typesetter's mechanical reversibility of sequence with photography's inherent reversibility of image and has developed three practical methods of obtaining exact vertical or horizontal centering and positioning of set lines with one keyboard operation.

We call these methods the "Retnec" methods of composition. ("Retnec" is "Center" in reverse, and reverse centering is the technique common to all four "Retnec" methods.) With the "Retnec" methods it is now possible, with a single composing operation, to center and position set lines with a degree of speed, and precision of position, unmatched by any other method of composition. With a single composing operation vertical heads can be set in exact alignment. With a single composing operation name and address listings, column headings, directory columns, price lists, etc., can be simultaneously set, centered and positioned. With a single composing operation the precise positioning required for magnetic ink imprinting, business forms composition, circuit and diagram printing etc., can be obtained.

One of the "Retnec" methods merely uses a reverse composing technique and a specific size change gear. The other "Retnec" methods employ special reverse type discs ("ONE-EIGHTY DISCS") designed to work with reverse sequence tapes. All of the "Retnec" methods can be used on standard ATF Typesetters equipped with these inexpensive "Retnec" accessories.

While the "Retnec" methods greatly extend the versatility of the ATF Typesetter in coping with these costly and time consuming composition problems, they are only a part of the whole ATF Typesetter story. Even before the development of these methods, the ATF Typesetter has demonstrated that it can handle the composing needs of such diversified fields as map printers' plants, yearbook publishers, trade composition plants, daily and weekly newspapers, university publishing plants, and industrial plants requiring specialized chart, circuit and diagram printing. Most important of all, it has shown that it can handle these diversified needs at a lower initial cost and a lower operating cost than any other equipment on the market today.

So, no matter how tough your composition problem is, why not take a good look at the versatile ATF Typesetter as a possible solution? Ask your ATF representative for advice—there's no obligation.

For examples of "Retnec" in use, and descriptions of the various methods, see the next page.

news

ISSUE NO. 10

AMERICAN TYPE FOUNDERS, ELIZABETH, N. J.

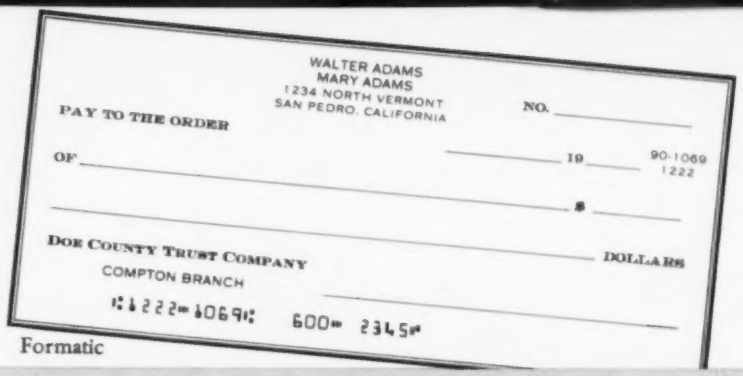
Vertical Retnec

This sample of "Vertical Retnec" was done with one keyboarding operation. Here's how:

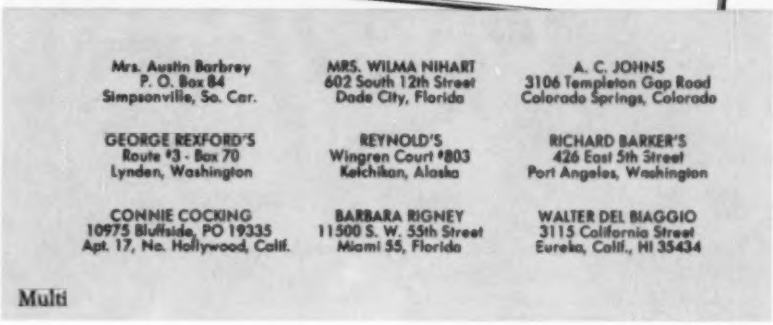
The characters were keyboarded in reverse sequence.

After keyboarding each character, the operator added the amount of space needed to make the character equal to the maximum possible character width. In other words, each character was assigned an identical "space quota"—the equivalent of an "m" or a "w".

The operator then inserted the coded tape into the photographic unit, in reverse, so that the space codes were interpreted before the character codes. A half-size change gear was used in the photographic unit to exactly center each character within its individual "space quota".



Formatic



Multi

Formatic Retnec

This demonstrates "Formatic Retnec", a single, semi-automatic keyboarding method especially developed for high precision, high production, repetitive composition such as business forms and magnetic ink check printing with E13-B coding.

More on Formatic-Retnec in another issue of ATF News.

Multi-Retnec

Multi-Retnec is designed for any application requiring multi-columnar centering. This sample was composed with one keyboard operation.

After keyboarding the characters—in normal sequence—the operator added exactly one-half of the remaining space units allotted to each column's "space quota." Special scales calibrated to the required column measures made this fast and easy. Ordinary typewriter tabs were set for inter-column spacing.

The coded tape was then inserted into the Typesetter Photographic Unit in reverse, so that the space codes were interpreted before the character codes. This automatically centered each segment of the composition within its own column's "space quota."

To get "right reading" composition from the reversed tape, a special type disc on which the characters are turned 180 degrees was used.

New York Printer finds ATF Green Hornet ideal for long and 'overnight' jobs

"Before we know it, we've got half a million copies!" reports Mr. Phil Mancini, partner in the Lithographing Printing Mailing Corp. of New York City. "The Green Hornet really does nice work. We run many quality two-color jobs on it— chiefly letters, circulars, bind-in envelopes, business reply cards and folders. We find it is a particularly good press for jobs which must be turned out 'overnight'... and be right."

Lithographing Printing Mailing Corp. has recently moved to new, ultra-modern quarters at 11 Beach Street. In addition to the Green Hornet, which is a standard two-color model with an imprinting unit, the firm operates two ATF Chief 15's, two Chief 29's, an ATF-Gerson Multiplater photocomposing machine, and ATF cameras and stripping tables.

"Although we have never had a really simple job where we could really let the press go," says Mr. Mancini, "we regularly get 20 to 25 thousand sheets per hour from it." Register is easy to maintain, he reports, as long as the rolls of stock are in good condition when put on the press. "We can't miss because the Green Hornet is so fast!"

His pressman and helper find that 72 pound index is the heaviest stock they can run efficiently when printing two colors on both sides. Normal stock range for the press is from 12 lb. bond to 80 lb. offset. When planning jobs for the Green Hornet, solids are generally held to about 25% of the area. Halftones and ben days can be larger. The imprinting unit on the press gives them the opportunity to provide a third color for small areas—such as for signatures on form letters or spots of color on circulars or coding on cards.

Although it depends on the types of jobs and their sequence, at Lithographing Printing Mailing Corp. the smallest practical run on the Green Hornet is thought to be a little less than 50,000 impressions. On the average, the company runs 1-1/2 shifts on this press throughout the year. Hourly costs are estimated at between $9.50 and $10.00.

Continued on page 4

Owners praise ATF Chief 126 performance

Proof of performance of any printing press must come from customers who buy and use it. Here, less than a year after its introduction, are the comments of purchasers of the 20 x 26" ATF Chief 126:

Chicago, Illinois printer is "very pleased with the press, its ease of operation, speed and versatility. We wanted the newest, most modern press on the market, and in the Chief 126 we feel we have it." (And they are going to pair it up, too!)

New York, N. Y. customer, who purchased the Chief 126 for jobs requiring 17-1/2 x 22-1/2 full printing area, and for heavier ink coverage, after running the 126 several months reports "production of 40,000 per day against 28,000 maximum" on his 22.

A Miami, Florida printer likes his Chief 126 "because the 20 x 26" size falls into the specific range of color work I do."

A Los Angeles, California purchaser "wanted a press that would handle 9 x 12 as well as 8-1/2 x 11. We are extremely happy with the other excellent features (speed, coverage, sheet control and register)."

New York, N. Y. customer is "averaging 6,000 to 11,000 more impressions per day on the Chief 126 than I was able to obtain from comparable jobs run on our 22. Also, I prefer the stream feeder of the 126 over the sheet by sheet of the 22."

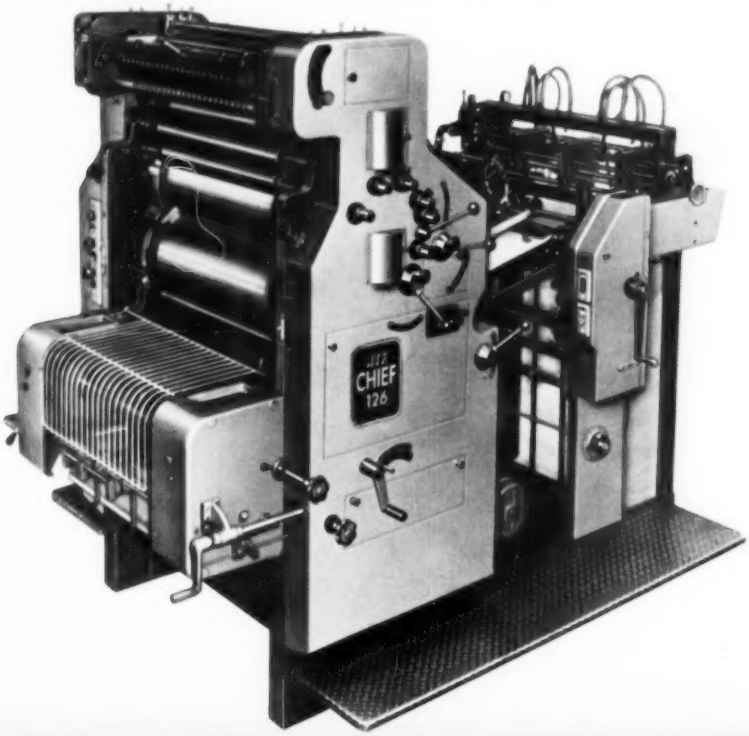
From New York, N. Y. "been operating this press for approximately four months. It is a tremendous press—runs fast as hell—and is a fabulous machine. Can get-away just as fast on the Chief 126 as on our 17 x 22" press."

Peoria, Illinois customer: "needed 20 x 26 for 9 x 12 bleed and improved ink coverage. Well pleased with the Chief 126 press – operation surpasses my expectations. Simplicity of operation, dot for dot register at high speeds, good production make it an extremely profitable press."

Newark, N. J. printer "liked the speed and sturdiness I saw during demonstration of the Chief 126. After running it a couple of months, I find that it is an excellent production machine, much faster than my 17 x 22" and a simple press to work on."

Des Moines, Iowa printer who does "a great deal of color work; like the fine inking mechanism, 9 x 12 bleed and close register at high speeds."

From these owner-comments, you can see that the ATF Chief 126 has rapidly acquired a reputation which is difficult to match in the 20 x 26" field. If you have not yet investigated the profit potential it offers in your plant, may we suggest you discuss it with your ATF Representative? Or, if you prefer, write to ATF News, 200 Elmora Avenue, Elizabeth, N. J., for full information and a sample press sheet in four colors.



SHOP HINTS

Apply fountain solution or other chemicals the easy way: use a squeeze-type plastic bottle with a nozzle tip or small hole, such as those used for hand lotion, lemon juice, etc. Wash bottle thoroughly. Fill by dipping nozzle in solution and squeezing bottle. (Applying chemicals this way keeps hands dry, avoids rashes.)

Arro Merijohn, Pressman
Mutual Planograph Co., Chicago, Ill.

Editor's Note: ATF now sells a special, easy-to-fill plastic bottle for this purpose.

Keep your linecasting machines clean by supplying your operators with one-inch paint brushes. They're excellent for brushing off metal shavings, excess graphite, etc.

Don Lane, Scott Printing Company
Jersey City, N. J.

Handle fresh repro proofs safely—and faster—by spraying them with one of the clear aerosol artists' fixative solutions, available from any art supply store.

R. R. Hernandez
Stebb's Printing and Stationery Store
Los Angeles, Calif.

ATF pays $10 for hints accepted for publication. Send yours to ATF News.

DORSEY E. BIGGS, Typesetter Sales Supervisor for ATF, has been active in some phase of the graphic arts all his life. He started with a direct mail agency and "sudden service" printing shop and later owned and operated an outdoor advertising business. In 1927 he entered the newspaper business, and subsequently became publisher of a daily, owner of a commercial printing plant, and served as a professional appraiser and plant broker. He planned and installed the first seven offset newspapers in Florida during the 1940's, and later helped dozens of newspapers throughout ten southern states convert to offset. He joined ATF in 1947 as a Sales Representative, was appointed Typesetter Product Manager for the South in 1958, and Typesetter Sales Supervisor for the entire country in 1960. He is the author of numerous articles on printing.

At Your Service...

ATF's nationwide service organization handles hundreds of press service calls every week—many of which could have been prevented had pressmen used a little more care. Take, for example, the matter of miscellaneous items left on the feed board which eventually travelled through the cylinders and caused major or minor repair jobs. Among items reported have been these: Allen Wrenches (miscellaneous sizes), Open End Wrenches (miscellaneous sizes), Screwdrivers, Nuts, Bolts, Screws, Springs, Rags, Ink Knives, Pliers, and a Pack of Cigarettes. Most of the tools couldn't be salvaged... neither could some of the cylinders!

One more or less unavoidable accident resulted when a live sparrow lit on a press and went through (but who left the window open?).

The moral, of course, is: Don't put anything on the feed board. And when you're ready to start the press, check to be sure the press is clear—in fact, say "Press Clear—Press Button" before you press the start button.

Despite many difficulties, the ATF Service Department continues to receive words of praise from many customers for services performed. Here are a few more:

From Arcade, New York: "I would like, at this time, to extend a word of praise and a pat on the back to your company for the wonderful way in which you have handled the sale and installation of our rebuilt Chief 20 offset press. Your serviceman should be commended for the excellent service rendered by him."

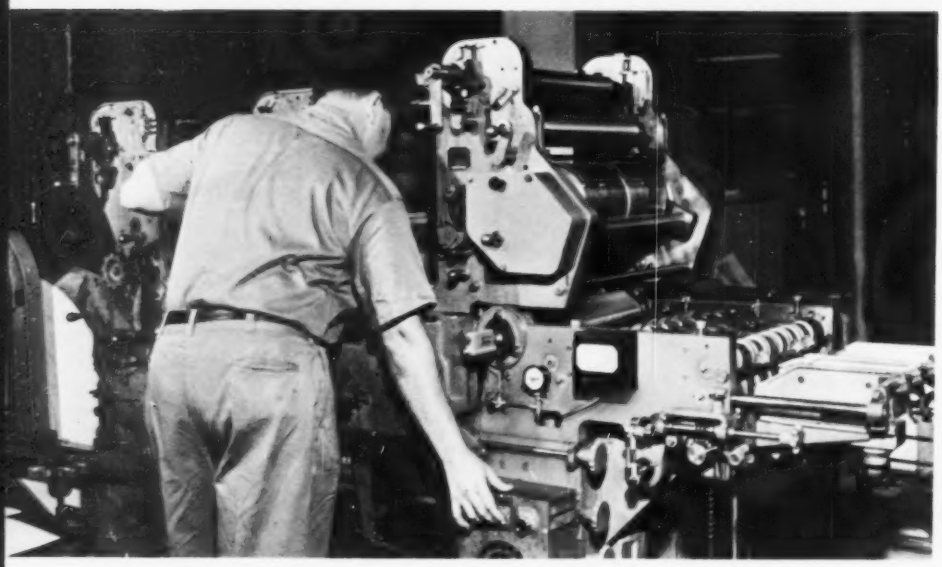
From Indianapolis, Indiana: "Specifically, we feel that your service man, Mr. Robertson, is quite a good public relations representative for ATF. He has made a number of service calls to our shop during the past several years and each time we have been impressed with his courtesy and efficiency. He generally calls us when he is in town to see whether or not we are having troubles. He has given us helpful information by phone when he can't come over immediately."

From Los Angeles, California: "Being new in the offset field and not at all sure of myself, I ran into difficulty on my first job because the feeder was out of adjustment. Your Mr. Coppock arrived and had the feeder fixed in a matter of minutes, and gave our pressman instructions on the operation of the press. We are now running the press full time and have no difficulty. So again I would like to thank you at ATF."

From St. Louis, Missouri: "Charlie Obermire did a nice job for us. He's a credit to any organization."

From Santa Barbara, California: "We are pleased to say that our press now works fine and that we were extremely impressed with the helpfulness and competence of your service representative, Ed Gallon."

With all the "gripes" which are part of a service organization's life, ATF finds it gratifying to find so many customers willing to take time out to express their feelings of satisfaction when the job is well done.



Green Hornet *(continued)*

The company's printing salesmen find it profitable to sell the products of this fast 11 x 17" Green Hornet. No attempt is made by them to sell it as a "specialty" press, but the salesmen are adept at suggesting ways their customers can capitalize on its speed and economy by tailoring jobs to its capabilities.

"The Green Hornet has lived up to our complete expectations," says Mr. Mancini. "We are pleased with the performance of all our ATF presses and equipment, but the top honors go to the 'Hornet' for producing quantity and quality at a profit!"

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(it gives brilliant reproduction for volume lithographic work) TURN PAGE

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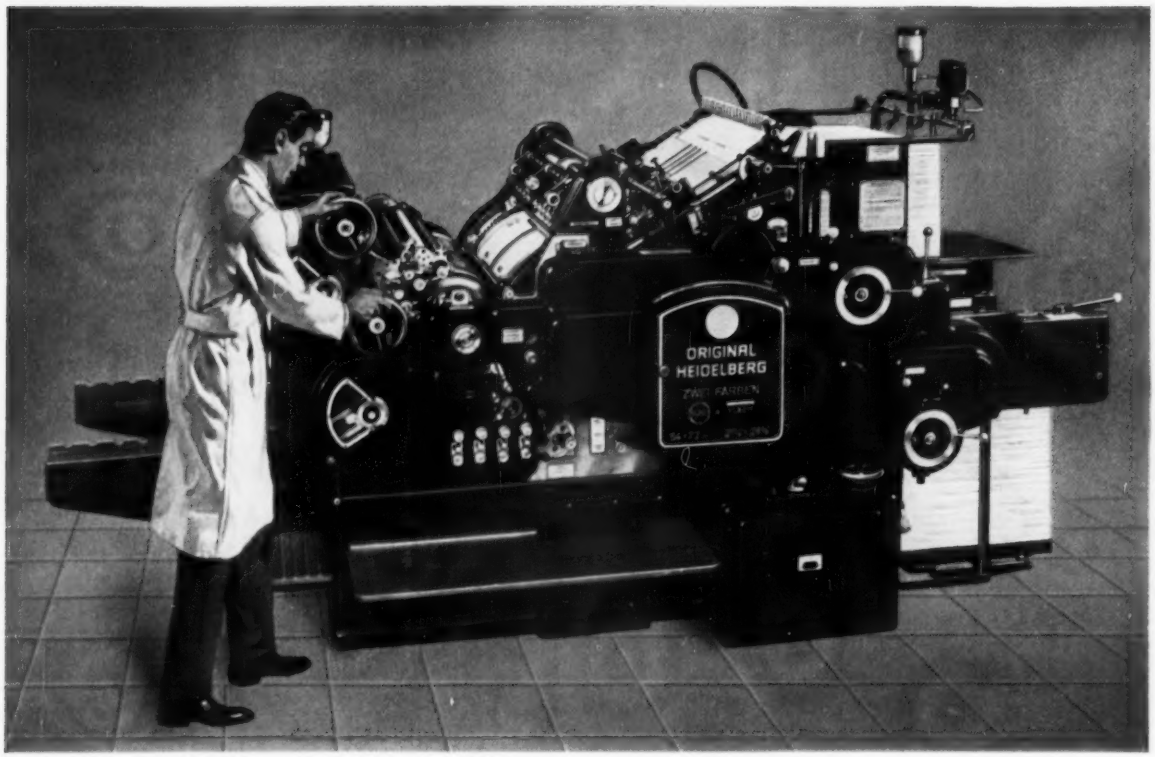
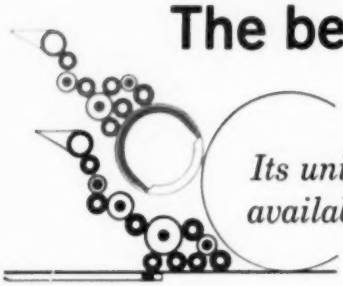
Ask your paper merchant for samples of new Champlain Coated Offset and its companion paper, new Saratoga Coated Book for letterpress.

Your paper merchant will also be glad to give you information about the other printing grades in International Paper's *leading family of fine papers*.

INTERNATIONAL PAPER
FINE PAPER DIVISION · NEW YORK 17, N. Y.



The best of rotary...the best of flatbed ...the best of Heidelberg!



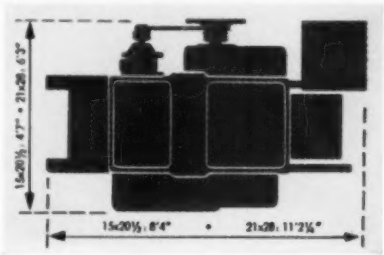
Inking Diagram 21" x 28"

Its unique combination makes two color letterpress available for slightly more in cost than a single color press! And no extra floor space needed!

Have you seen this new Heidelberg? It incorporates a unique combination of rotary and flatbed, that now puts two-color printing advantages (in both 21 x 28 and 15 x 20½ sheet sizes) within reach of small and medium-sized plants for the first time.

Because they are Heidelbergs you get all the best Heidelberg features—including built-in wash-up for rollers of both color units, pyramid inking systems, positive gripper sheet control from feeder to delivery, hairline register, unyielding impressional strength, minimum makeready and high production speeds.

For higher letterpress profits look into this combination . . . low initial investment, rotary-flat-bed feature with subsequent space savings, superior engineering, design and performance. We'll be glad to arrange a working demonstration for you and your pressman whenever it's convenient. Why not drop us a note for the complete story.



ORIGINAL HEIDELBERG®

"Letterpress profits really begin when you 'put it on a Heidelberg'"

MAIN OFFICES: HEIDELBERG EASTERN, INC., 73-45 Woodhaven Blvd., Glendale 27, Long Island, N. Y.
New York City Display Room—180 Varick Street
HEIDELBERG WESTERN SALES CO., 1700 South Wall Street, Los Angeles 15, California
HEIDELBERG SOUTHERN SALES CO., 6319 Eppes Street, PO Box 12301, Houston 17, Texas

YOURS on request:
Write on your business letterhead for this Guide to Record-Keeping Papers No. 871 Parsons Paper Division, National Vulcanized Fibre Company, Holyoke, Massachusetts.

For new printing business in record-keeping forms and systems, Ledger Papers are more important than ever. You may never see the girl who operates the bookkeeping machine or posts the Ledger, but she often decides the form pattern *and the paper.*

PARSONS KING COTTON SINCE 1883

She's your customer . . . she knows . . . PARSONS KING COTTON LEDGERS Prove!

Your printing orders for business forms and records are often bought by the "girl behind the scene", and your repeat order often depends entirely on her! Those who know will tell you that a Parsons King Cotton Ledger *proves* . . . and proves its worth regularly for hand-written and machine-posted record-keeping. For your next business form order, stock and suggest one of these Parsons King Cotton Ledgers:

SCOTCH LINEN LEDGER 100% Extra No. 1
PARSONS LINEN LEDGER 100%
DEFENDUM LEDGER 75%
MECHANO FORM LEDGER & INDEX 50%
CREST LEDGER 25%

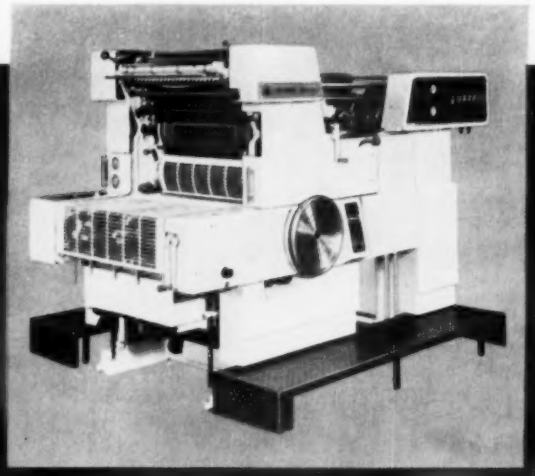
Parsons MECHANO FORM Ledger is the outstanding favorite and the most complete line available: 7 colors plus white for all modern record-keeping systems (Index to match, of course). Try it.

BETTER COTTON FIBER PAPERS

PARSONS PAPER DIVISION | ***NATIONAL VULCANIZED FIBRE CO.***
HOLYOKE, MASSACHUSETTS

HOW TO STAY "HEALTHY" EVERY DAY !

You can "bite" off a wider range of jobs—and run them more profitably—on a Harris 23 x 29" single color. Its high productivity, plus low operating costs, keep your profits healthy on each and every job. It features fast set-up and getaway, as well as easy, trouble-free operation. It handles 8½ x 11" bleed work, six up, with speeds of 8,000 iph. Simplified center separation, pull or push guides, feed rolls and the Harris multi-roll inker design, plus many other "big press" features, are reasons why a man does his best work on a Harris. Write for the new Harris Model 129 booklet.



HARRIS INTERTYPE CORPORATION

HARRIS-SEYBOLD COMPANY

A Division of Harris-Intertype Corporation

4510 East 71st Street, Cleveland 5, Ohio

Realization of the significance of the corporate image by management men has elevated the status of the designer and you — as one who reproduces corporate communications — to a position of deserved importance. How a company looks in print has a direct bearing on how well, or poorly, it does in the market place. Basic corporate communication tool is the letterhead. Its responsibilities transcend the function of transmitting messages from one company to another. Its design, faithfully reproduced on an impressive background, conveys also the corporate image.

That PLOVER BOND is recommended with increasing frequency by leading designers and specified by knowing executives is hardly accidental. The designer insists on a background for his creation which complements and enhances it. The user demands quality so apparent that it establishes itself on sight, on touch. PLOVER BOND, *the visibly better letterhead paper*, more than satisfies the rigid requirements of each.

Meets your requirements, too. Known (more advertising dollars are invested in PLOVER BOND than in any other cotton fiber brand) and wanted by your customers. Press-performs beautifully because of its extra-bulk and dimensional stability.

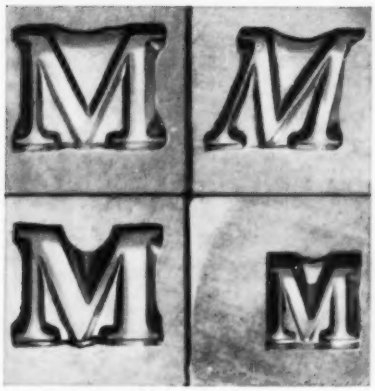
These circumstances (so favorable to PLOVER BOND) are sound reasons why so many printing firms have *standardized* on PLOVER BOND. Consolidation of bond paper purchases makes sense . . . and net profit dollars for you. You make money by saving when you buy at the quantity price.

WRITING- PLOVER BOND PAPER COMPANY, STEVENS POINT, WISCONSIN

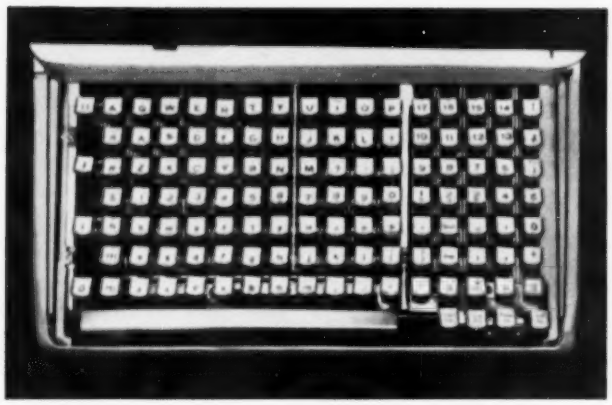
the brand that means business . . . for you

CASH AND RECOGNITION AWARDS EVERY MONTH IN THE PLOVER BOND LETTERHEAD COMPETITION.

Tell your PLOVER BOND salesman you want to enter. He'll do the rest.



THE NEW MONOMATIC KEYBOARD IS "QUADRIDEXTROUS"!



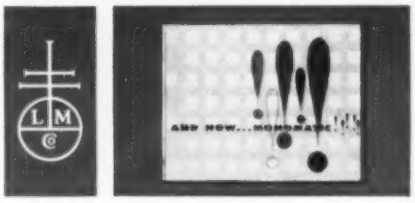
An ambidextrous person uses both hands equally well. The compact *new* MONOMATIC keyboard might be called "quadridextrous" because of its amazing flexibility. Each of its keys will select a character from any of its *four* quadrants in the matrix case.

That's only one of the many features of the *new* MONOMATIC keyboard. 120 keys, in standard typewriter arrangement, do the whole job. There are two alphabets—one for caps and one for lower case—as well as figures, points, ligatures, dashes and special characters. Seven or eight alphabets may be obtained from it. Pneumatic key action is "alive," has uniform touch, eliminating operator fatigue.

Every feature of the *new* MONOMATIC represents a major advance in Monotype composition—the finest machine composition for 70 years. No other method can equal it.

Lanston Monotype Company, Division of Lanston Industries, Inc., Monotype House, G Street below Erie Avenue, P. O. Box 4768, Philadelphia 34, Pa.

Send for "AND NOW...MONOMATIC!" to learn how you can make more profits with MONOMATIC.



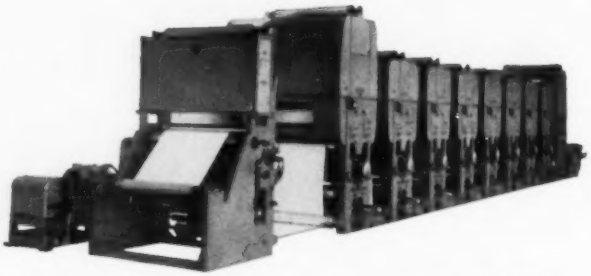
MONOMATIC

This advertisement was composed on the Monotype in Century Schoolbook.

PERFORMANCE-PROVED

Champlain

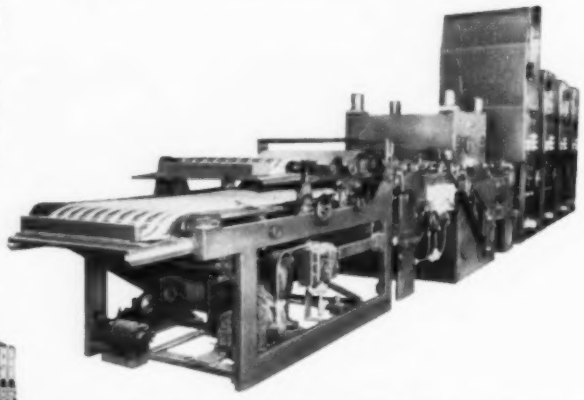
means broad experience... a long tradition of quality and service



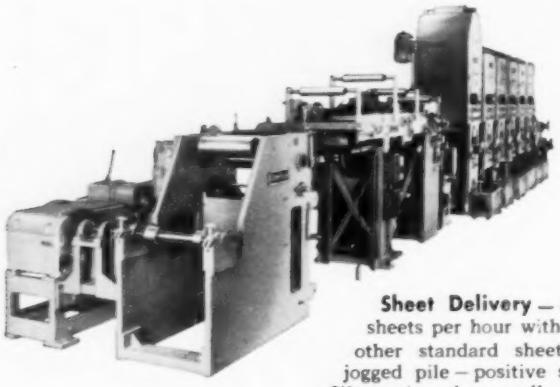
Rewind Press — automatically controlled constant tension rewind roll stand – positive synchronization to press for speed of rewinding and roll hardness. Roll stand illustrated has integral constant tension pull unit and conditioner for web moisture content. Single, multiple, and continuous turn-over models.

CHAMPLAIN ROTOGRAVURE presses are designed and built to provide the finest quality in printing. High speed and precise register are combined with the production economies of a highly automated printing operation. An investment in the high quality features of a **CHAMPLAIN** rotogravure installation is your best assurance of top performance . . . simplicity and flexibility of operation . . . long, trouble-free service with a minimum of maintenance.

The **CHAMPLAIN** name on any piece of printing equipment is backed by long years of experience in research and manufacture; by skilled workmanship in all phases of production; and by prompt expert service.



Cutting & Creasing Press — cuts, creases, and automatically strips cartons from roll stock in one pass through the press—speeds up to 200 impressions per minute—precise cut-to-print register—minimum set-up time. Illustrated with alternator and double belt delivery to sort reverse-interlocked carton blanks.



Sheet Delivery — delivers up to 12,500 square-cut sheets per hour with 1/64" accuracy. Faster than any other standard sheeter. Undamaged edges – neatly jogged pile – positive sheet control – no waste trim. Illustration shows roll stand for alternate rewinding of web.

Other CHAMPLAIN quality-built printing and converting equipment

FLEXOGRAPHIC, FLEXOGRAVURE, ROTARY TABULATING CARD, LETTERPRESS, & SPECIALTY PRESSES – for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels, Tabulating Cards.

CUTTING AND CREASING EQUIPMENT – Roll Fed Swing-Type Reciprocal and Stationary Die Cutting and Creasing Presses – Vertical Extruding and Eccentric Punches and Perforators – Rotary Blankers.

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE – Rotary Embossers–Perforators and Score Units–Slitting Equipment–Hot Melt Thermoplastic Applicators–Special Delivery Equipment.

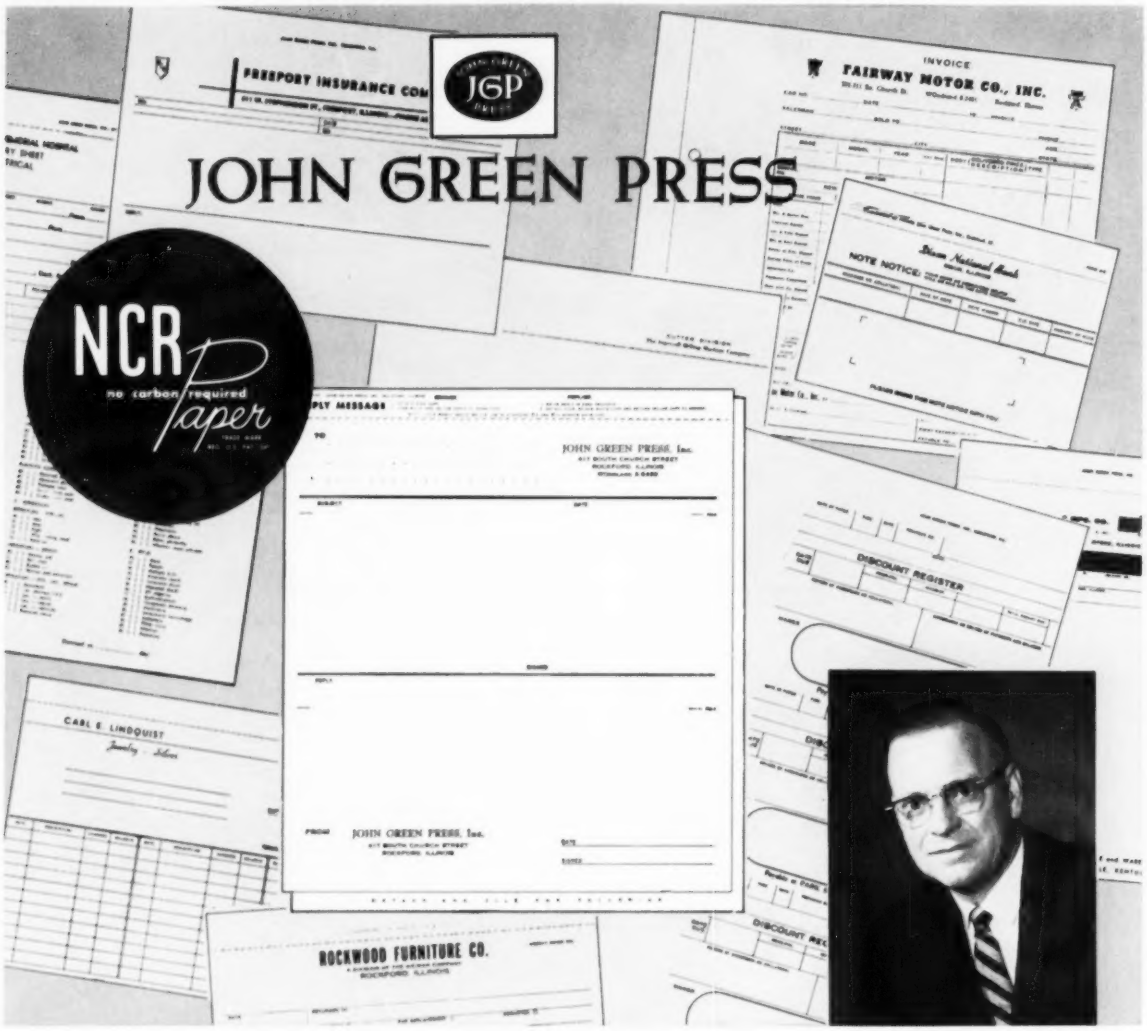
AUXILIARY EQUIPMENT – Automatic Electronic Proportional Register Controls (for multi-color and fabrication register on roll-fed equipment)–Automatic Web Splicers.

Custom Designed Equipment for Special Applications.

Champlain

Write today for more information.

Champlain Company, Inc., Harrison Avenue, Roseland, N. J.
Chicago Office: 58 Broadway, Des Plaines, Illinois
In Europe: Bobst-Champlain, S. A., Prilly-Lausanne, Switzerland



Leonard Greenberg, president
JOHN GREEN PRESS

"NCR PAPER Increased our Forms Business 30%... a powerful sales stimulant."

JOHN GREEN PRESS, Rockford, Ill.

"When we helped to pioneer the use of NCR Paper we had high hopes for the results . . . but we had no idea of just how profitable a vein we were tapping.

"Our customers were quick to appreciate the flexibility, utility and simplicity of NCR Paper. Many who started with just one form soon adapted their entire procedures to take advantage of the many benefits NCR Paper offers. New applications are being uncovered constantly.

"In addition, our salesmen have found the magic of NCR Paper is a wonderful wedge with which to sell those hard-to-budge prospects.

"The results have been a very high rate of repeat business and a 30% increase in our sales volume. Future potential seems unlimited.

"There is no doubt in my mind that NCR Paper is a powerful sales stimulant for our business."

Leonard Greenberg
president
JOHN GREEN PRESS

NCR Paper's market for business forms is tremendous! Investigate today. NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.

NCR PAPER ELIMINATES CARBON PAPER

***THE NATIONAL CASH REGISTER COMPANY,* Dayton 9, Ohio**

1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

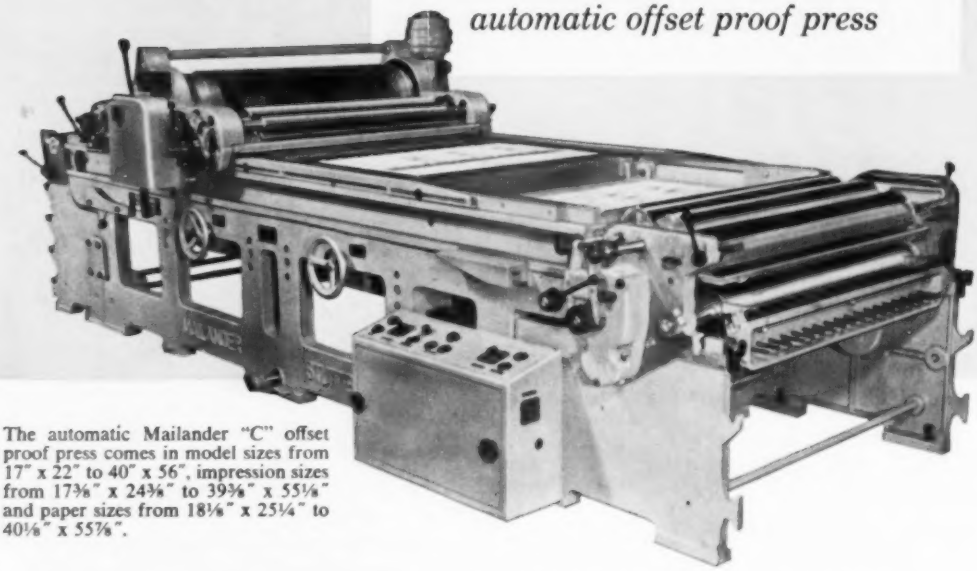
"Just 3 minutes?"

"Yep . . . just 3 minutes!"

Cut wash-up to 3-5 minutes

with the MAILANDER "C"

automatic offset proof press



The automatic Mailander "C" offset proof press comes in model sizes from 17" x 22" to 40" x 56", impression sizes from 17⅜" x 24⅜" to 39⅜" x 55⅛" and paper sizes from 18⅛" x 25¼" to 40⅛" x 55⅞".

But you get far more than fast wash-up. Each Mailander "C" offers you completely automatic inking and dampening as well as wash-up. Easy-to-adjust settings that let you control color register. Up-to-330-impressions-per-hour speed. One-lever plate positioning. Smooth stops and starts that minimize press wear. Your choice of five models.

To save time, work and paper on every job, do your proofing on a Mailander "C". Write for complete details on Mailander presses and HCM service – today.

MAILANDER

Offset Proof Presses

Product of J. G. Mailander, Stuttgart, West Germany

Distributed in the U.S. exclusively by:

80 Varick Street
New York 13, N. Y.

HCM CORPORATION

General Sales Agent: Consolidated International Equipment & Supply Co., Chicago, Ill.

Authorized Dealers: *East Coast:* Ernest Payne Corporation, New York / *Philadelphia:* Foster Type, Philadelphia, Pa. / *Washington:* George R. Keller, Inc., Washington, D.C. / *West Coast:* Graphic Arts Equipment & Supply Company, Los Angeles, San Francisco, Seattle, and Portland.

. . . and you can have CONFIDENCE in

"Curlproof"

PERFECTION'S® NEW...REVOLUTIONARY...

GUMMED LABEL PAPERS

the All-New Process Gumming that
REFUSES TO CURL!

Here is a gummed paper that prints and handles as easily as any other kind of paper and is MORE PROFITABLE than most! A completely new process of gumming that is not adversely affected by changes in temperature or humidity. It allows the paper to expand or contract without curling. No storage problem on broken packages.

by the makers of

PERFECTION®
Flat Gummed Paper

PERFECTION GUMMED PAPERS

A grade and finish for every need. Also lab-developed grades for specific requirements.

187C

- Our Free Sample Book has all the information. Available from 100 Fine Paper Merchants.

Complete list of distributors in Walden's "Paper Catalog."

PAPER MANUFACTURERS CO.
PHILADELPHIA 15, PENNSYLVANIA
Sales Representatives: ATLANTA • CHICAGO • CLEVELAND • DALLAS
KANSAS CITY • LOS ANGELES • NEW ENGLAND • NEW YORK • SYRACUSE

* ROTARY SPEED
* SUPERIOR INK DISTRIBUTION
* UNEXCELLED QUALITY

Speed Flex JOURNEYMAN runs 4-COLOR

MODEL SHOWN
17½" x 26" web prints 4 colors on the face; 3 colors on the face, 1 on the reverse; or 2 colors on each side.
Also available in 17", 19", 21", 22" and 22½" cylinder circumference sizes.

JOURNEYMAN PRESSES AVAILABLE IN 2 TO 6 COLORS

A Speed-Flex Journeyman Offset Press will reduce your costs of printing advertising, brochures, labels, wrappers and general job printing . . . it will open new fields of highly profitable business for you. Completes your job in 1 pass through the press and at 18,000 cylinder revolutions per hour without loss of quality or register.

Versatile enough that it grows with your plant on the "add a unit" plan. Finger tip control for ease in operation. Double ending on half width web means economy in time and in short run work.

Quality printing on all type of paper stocks . . . write for your samples today!

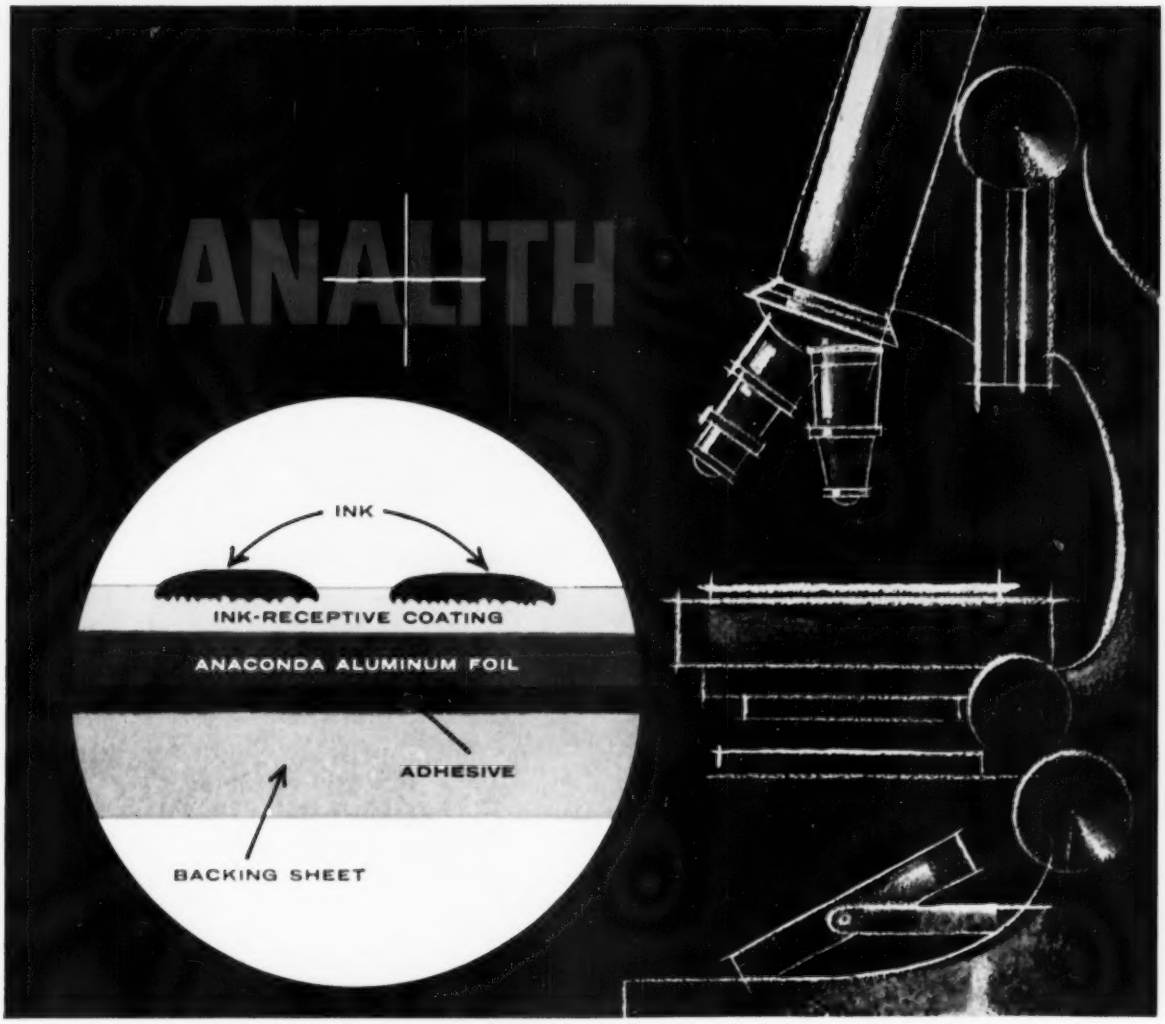
CALL US COLLECT

PUGLISI - DUTRO, INC.
DESIGNERS OF PRINTING MACHINERY

SOLD AND SERVICED EXCLUSIVELY BY PUGLISI-DUTRO, INC
117 WEST NINTH STREET, LOS ANGELES 15, CALIFORNIA • MADISON 7-8556

ATLANTA, GEORGIA 3224 Peachtree Rd. N.E., CEdar 7-7307
CHICAGO, ILLINOIS 7 South Dearborn St., RAndolph 6-7977
NEW YORK, N.Y. 1140 Broadway, MUrray Hill 3-1253

WESTERN GEAR CORPORATION



ANALITH pre-coated foil stock is custom-produced by Anaconda Aluminum to make your foil lithography more profitable!

This representation of a magnified cross-section clearly shows why ANALITH *pre-coated* foil stock from Anaconda Aluminum can increase your profits in the expanding foil lithography field.

The ink-receptive coating shown means more trouble-free press runs at *profitable press speeds.* Actually, all laminated foil stock must have such a coating on which to print. And ANALITH foil stock comes to you *pre-coated* to meet your job requirements, ready for your press—all a part of Anaconda Aluminum's custom-production of your order.

Custom-production of ANALITH foil stock starts with precision rolling of the foil itself. It continues through lamination to the proper paper backing for the best lithographic reproduction. Then comes the ink-receptive coating. The result? The finest printing surface available for your foil lithography.

This custom-production procedure is followed on *every single order* at Anaconda Aluminum, assuring you more satisfactory, more profitable runs because your order is tailored to your particular job.

ANALITH foil stock, as well as other special pre-coated aluminum foil stocks for other printing processes, is available to you in any form—colored, embossed and laminated to a variety of paper and board stocks. Call your nearby Anaconda Aluminum representative now for full information, or write Anaconda Aluminum Company, Dept. PA-12, P.O. Box 1654, Louisville 1, Kentucky.

*Trademark Anaconda Aluminum Company, Louisville 1, Ky.

ANACONDA ALUMINUM

When you buy foil for packaging or lithography, remember . . .

Every industry has one member who specializes in customer satisfaction

ANACONDA ALUMINUM COMPANY • GENERAL OFFICES, LOUISVILLE, KENTUCKY

MANZ CORPORATION lowers wiping costs, ups efficiency with easy handling LITHOWIPES®

DISPOSABLE PLATE PROCESSING TOWELS

Mr. Sheldon Widmer, senior vice president, Manz Corporation, Chicago, Illinois, writes: "We have used Lithowipes for twelve years or more and have found many advantages resulting from their use, such as increased operating efficiency in our plate finishing procedure, general speed up in production because of their consistency, and easier handling since Lithowipes are now furnished folded. We have also experienced a cost saving because of Lithowipes' dependability and performance record over the rags we previously used."

Lithowipes come in two textures: FOLDED CREPED—designed especially for lithoplate houses. Ideal for inking, lacquering, applying asphaltum and alcohol wash. FOLDED RIBBED—with the texture that provides the roughness required to pick up finely divided metals and components from the etched image. Both textures give you these advantages: can't scratch; absorb alcohol instantly; no lint; no "roll-under"; hand size. Economical, they pay for themselves in savings on laundry bills, alone.

FREE! TRIAL PACKAGE OF LITHOWIPES!

Kimberly-Clark Corporation, Dept. No. IA-120-L, Neenah, Wisconsin
Please send me my FREE trial package of Lithowipes.

☐ FOLDED CREPED ☐ FOLDED RIBBED

Name_____
Firm Name_____
Address_____
City_____ Zone____ State_____

Another product of

Kimberly Clark

World leader
in quality products
for home and industry

the ONE NAME

you need to know for all COTTON FIBER

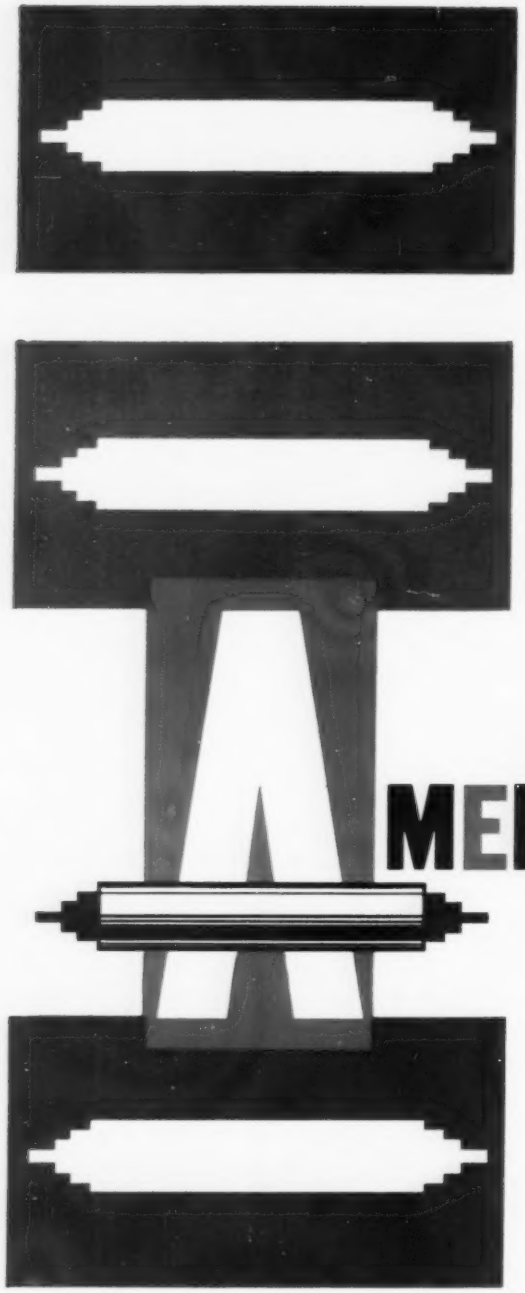
paper requirements

WESTON

BONDS · LEDGERS
INDEX BRISTOLS
SPECIALTIES

In fine paper for letterheads, forms and card records, WESTON offers the most complete selection — more grades, more weights, more sizes, more colors — all readily available from your nearby Weston Paper Merchant. Byron Weston Company, Dalton, Massachusetts. *Makers of Papers for Business Records Since 1863.*

BETTER COTTON FIBER PAPERS
WESTON PAPERS PROTECT YOUR RECORDS



For every printing purpose

AMERICAN ROLLERS

Serving for decades in letterpress . . . in lithography . . . in every variety of specialty printing . . . they've earned an unparalleled reputation for superior performance. And they prove it to *you*, too, whatever *you're* printing.

AMERICAN ROLLER COMPANY • CHICAGO • MILWAUKEE • INDIANAPOLIS • ST. PAUL • KANSAS CITY

designs that float...

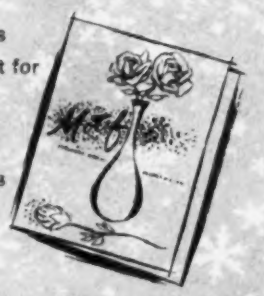
PARCHKIN®

Motif

ART PARCHMENT

☆ Custom-made or ready-made pattern designs—whichever you want. They float in a sheer translucency that gives a three dimensional illusion to advertising inserts, high grade presentations and direct mail pieces. Parchkin Motif Art Parchment costs a little more than paper—but a lot less than complex "step and repeat" plate designs—and it's more interesting!

Besides design, Parchkin Motif possesses the superb feel and surface of parchment for printing elegance. It comes in white or pastels, in varying weights.



Let it speak for itself. Send for Paterson's free sample and information package.

"Something Special In Papers"

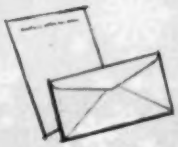
PATERSON PARCHMENT PAPER COMPANY

Bristol, Pennsylvania

Sales Offices: New York, Chicago

West Coast Plant: Sunnyvale, California

DIRECT MAIL



LETTERHEADS AND ENVELOPES

MAGAZINE INSERTS

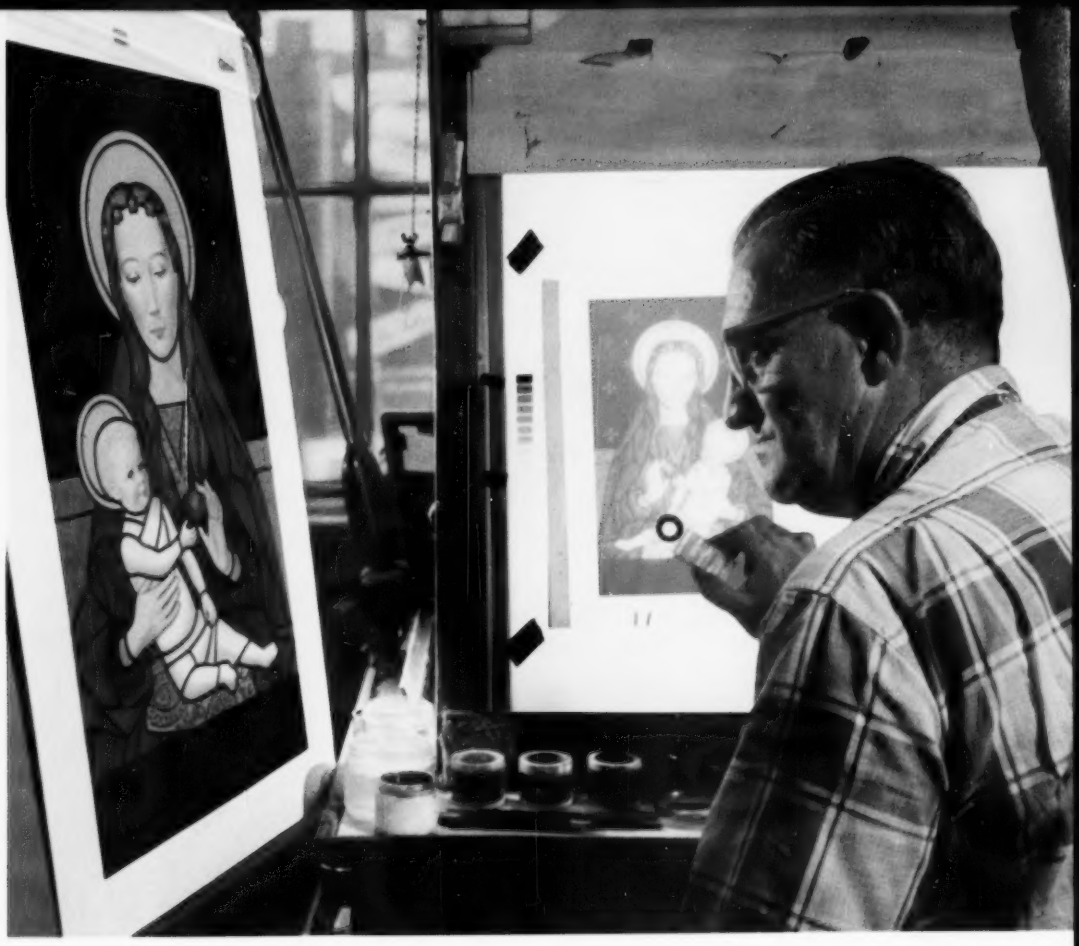
PACKAGE INSERTS

GREETING CARDS

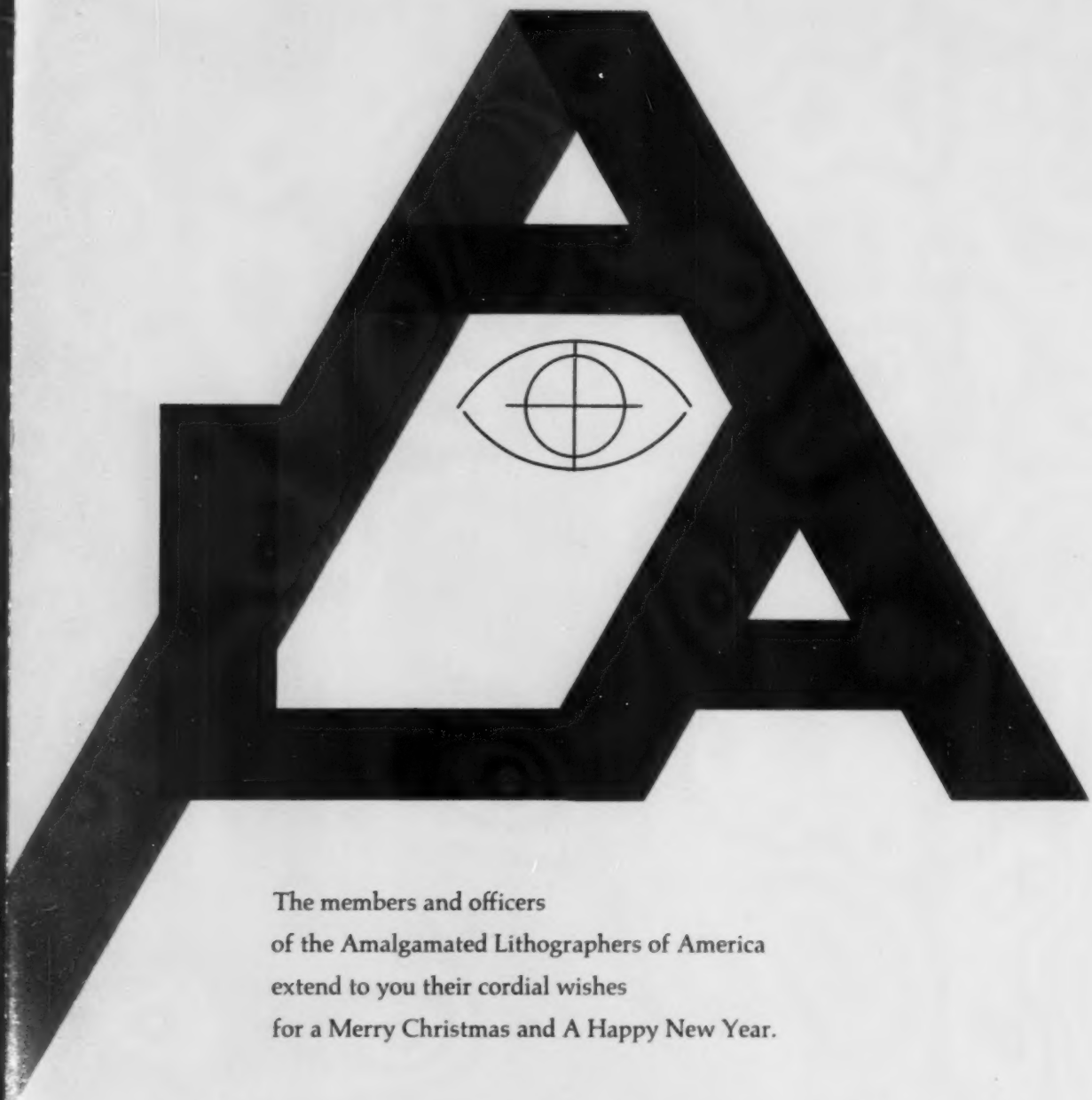
THOR
OFFSET
In a few words . . . table flat, precision cut, strong, opaque. Color, the *quiet-white* that gets things read.
Important. Bergstrom reprocessing *tames* wild paper fibers and you're assured superb dimensional stability, one pass or four.
Another Bergstrom exclusive . . . packed in self-sealing cartons, cartons that *reseal* for *reuse*. Thor® samples from your paper merchant, or wire . . .
BERGSTROM PAPER COMPANY
NEENAH, WISCONSIN
beautiful papers thoughtfully packed

PEACE ON EARTH

GOOD WILL



TOWARD MEN



The members and officers
of the Amalgamated Lithographers of America
extend to you their cordial wishes
for a Merry Christmas and A Happy New Year.

AMALGAMATED LITHOGRAPHERS OF AMERICA

Kenneth J. Brown, International President • 233 W. 49th St., New York 19, N.Y.
Edward Swayduck, President • Local 1 • 113 University Place, New York 3, N. Y.

Stained glass interpretation of a 15th-century painting, lithographed on foil by union craftsmen of the Amalgamated Lithographers of America, Local 1.
Photography: Robert Emmett Smallman • Lithographic Platework: Daniel Murphy Co. • Lithographic Presswork: Eastern Colortype Corp. • Design: Robert Hallock

NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Slow But Certain Rise Expected by Mid-Year

You and thousands of other printers and lithographers are probably waiting to see what the new administration and the New Year will bring. The general business picture isn't real bright at the moment . . . but a gentle recession isn't likely to get violent. Even though unemployment has been growing, personal incomes in October were still rising, flow of goods to final users remains at record level . . . people no longer in such a hurry to buy; savings are on the rise. Tax collections first half of 1961 may slow business somewhat . . . quick increased federal spending expected to aid situation in general . . . substantial rise by mid-year.

Printing and Paper Dip Slightly in October

The printing and paper businesses dipped only slightly in October as compared to general factory sales which hit a 12-month low, U.S. Commerce Dept. reported on Nov. 29.

Tax Relief Unlikely, Even Piecemeal, in '61

Don't look for any tax relief in 1961 . . . idea of broad tax reform package in 1961 pretty dead by now. Some demands for piecemeal relief will come in Congress but they probably won't get very far.

Postal Rate Increase Still a Guessing Game

What will happen on postal rate increases is anybody's guess right now. Post Office expects $888-million deficit by end of fiscal year next June. President Eisenhower will ask Congress to raise rates, but Kennedy hasn't committed himself as yet. Be on your guard against increases.

More Liberal Rulings On Depreciation Coming?

More liberal depreciation likely in new administration, maybe even in 1961, regardless of business conditions, to stimulate business and growth.

Business Complaining Of Foreign Competition

Government's campaign to slow the flow of gold from U.S. could and probably will result in mounting protectionist sentiment . . . some labor leaders now calling for higher tariffs, quotas . . . more and more businesses complaining about foreign competition . . . could affect influx of printing equipment, supplies, engravings, flat unbound printed matter, etc.

(Over)

NEWSLETTER

(Continued)

Printing Assn. Lobbyists May Find Going Tougher

Printing trade associations, along with about a thousand other such groups in Washington, will probably find going tougher for their lobbyists in the new administration. Main ones are Printing Industry of America, Lithographers and Printers National Assn., International Typographic Composition Assn., Mail Advertising Service Assn., others.

National Goals Report Foresees Business Trends

If you want to find out the probable trend of business in the next decade, write for a copy of "National Goals Report" . . . free from Commission on National Goals, 722 Jackson Pl., Washington 6, D.C.

Fine Paper Sales Up 4.51% for 10 Months

January-October fine paper sales are 4.51% above total for same 1959 period, National Paper Trade Assn. reported . . . October volume dropped 1.37% below September but was 1.3% above October, 1959, level.

Business Failures Up

This year has been tough in certain business lines. Business failures were at the highest rate of any October since 1940.

Two New Tax Booklets Available Dec. 15

Two new publications of interest to small printers and lithographers: "Tax Guide for Small Business" and "Your Federal Income Tax." 40¢ each from Sup't of Documents, Department T, Government Printing Office, Washington 25. Available after Dec. 15.

New Goss Web Offset Unit Announced Dec. 5

New semi-cylindrical style, web offset press unit, to meet need of daily newspapers which need more capacity in an offset press, just developed by the Goss Co., a division of Miehle-Goss-Dexter, Chicago. See January "New Equipment" department for details.

Carl P. Rollins Dies

Carl Purington Rollins, 80, Yale University Printer Emeritus, is dead. In 1941 he received American Institute of Graphic Arts gold medal previously awarded to Bruce Rogers, Frederic W. Goudy, and Daniel Berkely Updike. See January PRINTER and LITHOGRAPHER for details.

Bror Zachrisson in U.S.

Bror Zachrisson, director of Sweden's Graphic Institute as well as Institute of Advertising and Journalism Institute, in the U.S. on lecture tour. Spoke in New York and Chicago, planned to return to Sweden Dec. 20.

Printed on Maxwell Offset—*Basis 80—Camberra Finish*

"THE CATHEDRAL" by Edvard Johnson

A merry Christmas from the makers of Howard Bond...

Printed on Maxwell Offset—*Basis 80—Camberra Finish*

"MOTHER and CHILD" by Robert Keys

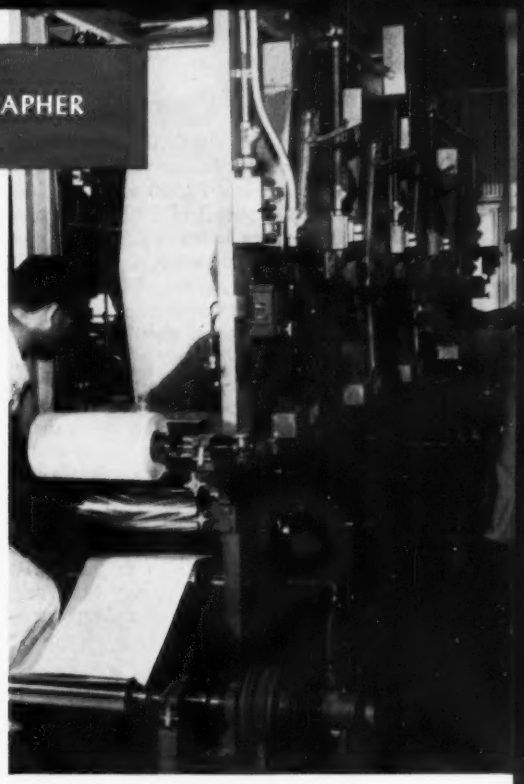
...a happy and successful New Year from Maxwell Offset

HOWARD PAPER MILLS • URBANA, OHIO • DIVISION OF St.Regis PAPER COMPANY

The Inland and American
PRINTER and LITHOGRAPHER
For December, 1960

Lithographing On Aluminum Foil-- New Dimension in Printing

Aluminum foil is now widely used as packaging material and for direct mail pieces requiring novelty and brilliance of color. Here are some things you should know about it



This miniature rotogravure press is part of Reynolds Metals Co.'s new pilot packaging plant in Richmond, Va. Complete materials for sample packages for customers are produced with this press and pilot laminating, plastic extruding equipment

By Kenneth M. Greenwell
Supervisor of Printed Foil Products
Reynolds Metals Co., Richmond, Va.

While it is probably true that there is "nothing new under the sun," nevertheless, the day never passes but what someone finds a new use for the things we already possess.

A case in point is the use of aluminum for the lithographic industry. While aluminum foil, printed in dazzling color, has been used in tremendously increasing volume for packaging ever since Reynolds developed the foil printing process in 1919, nevertheless printed aluminum foil is today finding a vast range of new applications from invitations to newspaper ads.

Advertising agencies, purchasing directors, and manufacturers who are in the market to buy printed materials for an established product or a new product, are looking for eye-catching advertising inserts, mailing pieces, displays, posters, brochures, labels, wraps, interliners, cartons and containers, all of which incorporate aluminum foil combined with a backing material. Surveys have shown that consumers identify aluminum foil packaging with top quality and that aluminum foil advertisements constantly attain phenomenal readership.

Manufacturers of packages or products made of metal are finding foil printing a terrific stimulus to their advertising programs.

Manufacturers of established products in numerous incidents have switched to foil to stimulate sales. And aluminum foil packaging is now a $100-million-a-year industry.

The lithographer of today must recognize that more and more customer demands will be placed upon the use of printed foil combinations. This is an incentive for him to evaluate foil and to plan to enter the field which has a tremendous dollar potential for firms that can do this kind of printing.

This article is directed to the lithographer who is concerned with printing on aluminum foil laminated specifications. My objective is to present helpful facts about printing on aluminum foil gained from more than a quarter-century experience in working with printers of all kinds, large and small, across the nation. This article should dispel many of the "myths" and "old wives tales" about foil printing which have discouraged many printers unfamiliar with the medium from entering the field.

Aluminum, a metal which has a minimum content of 99.35%, is commonly referred to as foil analysis. This is the alloy most widely used in the packaging industry. Aluminum for packaging end uses is furnished in "O" temper, produced by subjecting the foil, after it has been rolled to the desired thickness, to controlled heat followed by controlled cooling. Foil with "O" temper is referred to as *dead soft*. It has good folding characteristics and as a consequence is widely used in converting operations.

Aluminum foil is generally available in widths from 52½ inches down to ¼ inch. These are not necessarily limitations but are what most producers are supplying. The very narrow foil is normally used for applications in the electrical field.

The thickness of foil, most frequently expressed in decimal inches but sometimes in millimeters (M.), is commonly known as gauge. Aluminum foil is generally available in gauges from 0.0059-inch down to 0.00017-inch (1/10 thickness of a human hair). But in packaging, normally gauges of less than 0.00025-inch are not used; 0.00035-inch is the most common for packaging end uses.

The yield of aluminum foil, which may be defined as the area provided by one pound of a specified gauge of foil, increases with the thinness to which foil is rolled. Yield is expressed in square inches per pound.

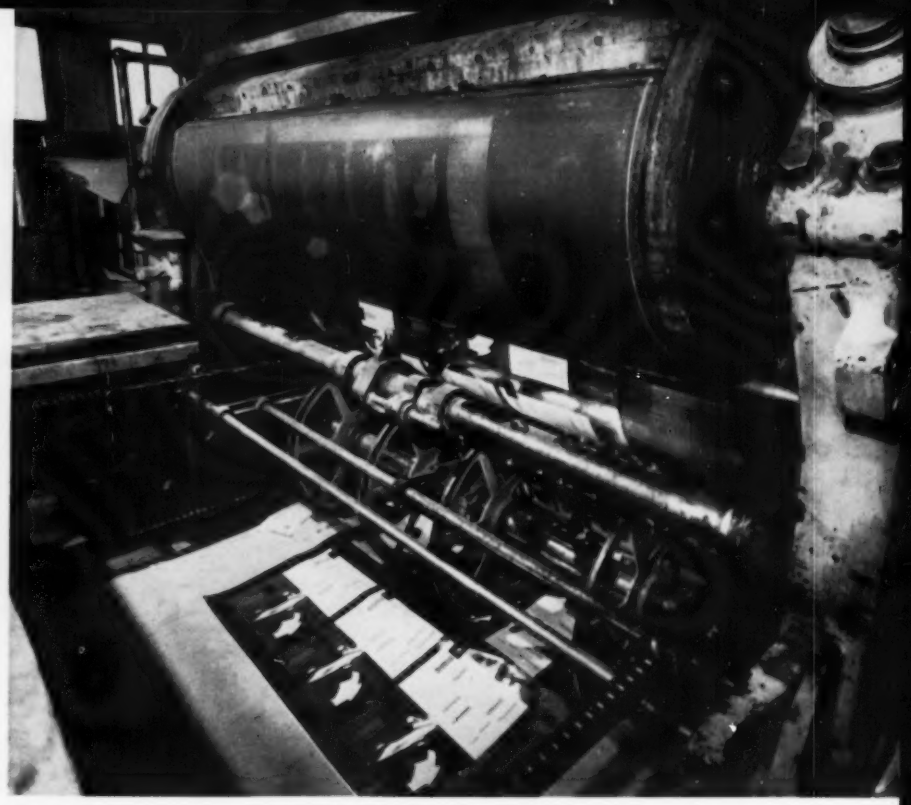
Aluminum has the advantage over both tin and lead because it is easier to roll, can be commercially rolled thinner, and provides more footage

per pound. In the 0.00035-inch thickness, for example, one pound of aluminum will cover 29,200 square inches, whereas a pound of lead covers only 6,979 square inches or 23% of the area covered by aluminum; a pound of tin covers 10,689 square inches or 36% of the aluminum coverage.

In the rolling of aluminum foil, the following finishes may be obtained:

Matte One Side (MIS)—One side of the foil has a diffusely reflective finish (one which scatters light, and is therefore relatively dull) known as matte. The other side has a specular (bright, mirror-like) finish.

Two Sides Bright (2SB)—Both sides of the foil have approximately the same specular finish, which is picked up from contact with the bright mill rolls when the single-sheet rolling operation is used.



Color lithographing on aluminum foil has become almost routine at Sherman-Hennessey Printing Co. in Chicago. One of the secrets is the proper selection of coatings and inks

THE LITHOGRAPHER does not print directly on aluminum foil. The foil surface must be properly coated for the specific method of printing. Coatings may be applied to aluminum foil to serve any number of functions. Some may be applied for protective purposes, others for heat-sealing, for coloring, or to impart various other special characteristics.

Here we are concerned with foil coatings applied to improve ink adhesion and drying. These coatings are usually transparent and applied to the aluminum surface in the laminating operation. Developments of various coatings can be credited with lithography's forward move among the various printing processes.

Various types of coatings—nitrocellulose or vinyl—are satisfactory for the lithographic method. Either coating will furnish excellent printed results. The choice is usually determined by the end use. Lithographers show a preference for the nitrocellulose coating since it seems to permit more flexibility in the selection of inks to be used. It is important to use one of the coated aluminum specifications if large white areas are incorporated in the design. If this type of laminated material is used, the lithographer can obtain excellent white printed coverages with one application. Many lithographers have been cautious regarding laydown of white inks, and some believe that the sheet would require two passes through the press. But with recent improvements in coatings, this extra step has been eliminated. The coating actually subdues the reflectivity of the aluminum, preventing the gray cast of the aluminum from showing through the white coverage. This, of course, will also effect better reproductions of various process illustrations incorporated in the design.

These coatings are *not used to remove oil* from the aluminum surface. The oils used to roll the aluminum are removed in what is known as the annealing process at the rolling mill.

WHEN YOU OBTAIN an order which will require use of aluminum laminated stocks, you should contact a representative of your foil supplier. He will supply samples of coated laminated stocks, and you in turn can submit these to your ink supplier, advising him of the type of coating. This will enable him to formulate proper inks for printing on aluminum.

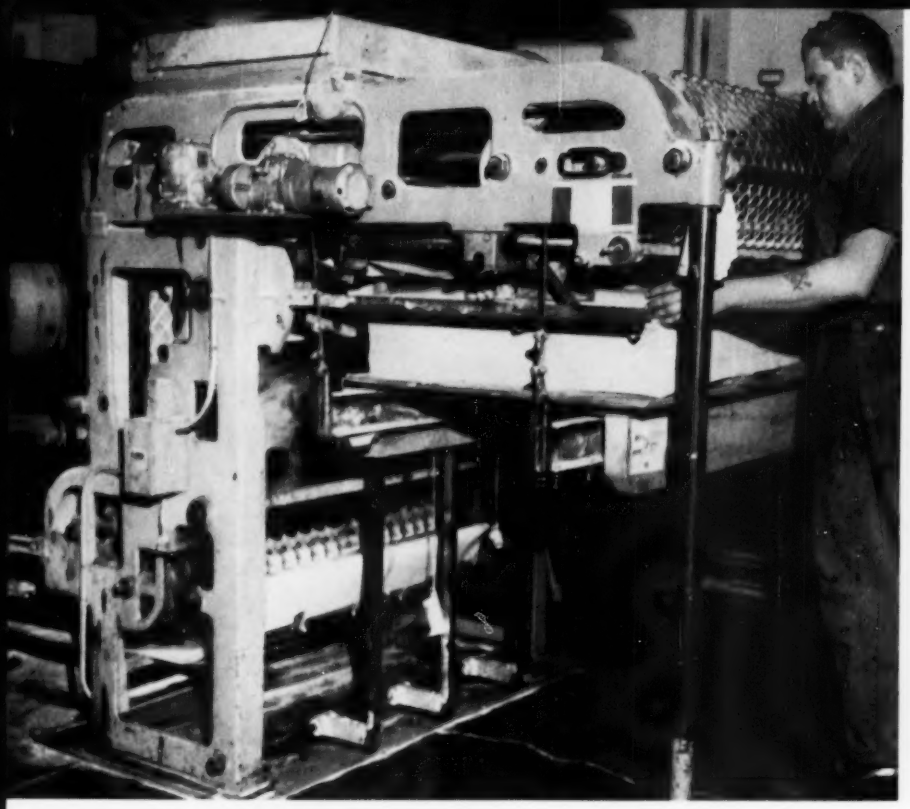
Laminated stocks available for lithography range from 35# paper backing to heavyweight board specifications. (Papers lighter than 35# can be obtained but are not recommended for sheet-fed operations).

For sheet-fed equipment 45#, 55#, 65#, and 75# (coated one and two sides) paper is recommended for magazine inserts, mailing pieces, etc. But 35# groundwood paper-backed materials are successfully being printed by the lithographer for can and bottle labels. These specifications are available in sheet sizes up to 53½x76 inches.

Smoothness of the aluminum surface upon which you are going to print is an important factor in lithography and is dependent upon the application of adhesive and the quality of the paper backing which you plan to use.

Paper backings used for foil laminations are designed to furnish maximum smoothness to the aluminum surface if the design incorporates line and/or process printing on the foil and paper sides of the specification. This is one of the requirements when printing magazine inserts or mailing pieces. I would recommend for this end use a litho coated-two-sides paper. As previously pointed out, lithographers have successfully printed 35# groundwood paper, regardless of its roughness. This kind of paper backing is usually requested by the customer; it is found to be a suitable sheet for can and bottle labeling equipment. Although the material may require slightly more handling precautions, the pressman will need little experience to get it to perform satisfactorily on his equipment.

Arrange with your foil supplier to furnish you sheets with a ¾-inch paper lip on both sides of the sheet and running in the grain direction; for example, 35-inch paper, 34¼-inch aluminum, by sheet length desired. Sheets should be squared on at least two sides and preferably on four sides. These suggestions will enable you to hold better printing register. Aluminum foil when laminated to the edge of paper sometimes presents problems. Since the edge of the sheet hits the grippers, the foil will have a tendency to indent and will not spring back into shape for the next pass through the



The paper side of the aluminum foil is being printed here at Sherman-Hennessey; color lithographing of the foil side will follow. Paper backings are selected for smoothness

press. The paper lip eliminates this problem.

The foil-laminated materials you receive will come packed on a skid or palletized as specified. The sheets will be stacked on flat surfaces with foil side up or foil side down; they should remain this way until used. These sheets should be handled with extreme care so as not to damage the edges.

The man who handles the foil-laminated stocks should be cautioned not to run his hands across the surface as oil and dirt on his hands will probably hinder or prevent ink receptivity.

FOIL LAMINATED STOCKS are manufactured with the most suitable degree of moisture content and then wrapped in moisture-proof paper. The printer should cut the steel strappings used to hold the materials in place during shipping, but he should not remove the moisture-proof paper until the materials are ready for use.

Place unprinted or printed sheets in the guillotine cutter in stacks of 250 to 1,000 sheets with either the foil side up or foil side down. Pieces of chipboard on the bottom and top will prevent excessive indenting by the pressure bar. The cutter operator should apply a light application of clear oil several times a day.

When the printed material has been die-cut or guillotine-cut to customer specifications, it should be wrapped in scrap foil laminated stock or waterproof paper. These packages should then be placed in proper test cartons with identifying labels on the outside.

Basically, art work is prepared for foil printing in the same manner as for paper printing.

Lithographing on foil is a new approach to the lithographer.

To the advertiser, it offers a third dimension in the graphic presentation of ideas or products, yet at virtually no extra expense.

Graphic effects can be expanded extensively. When opaque colors are printed on foil, they will appear the same as if printed on paper. With proper design, one opaque color and one transparent color will appear as a three-color item. This offers the artist limitless color possibilities.

The designer must realize, when he is planning a job, that if an opaque color adjoins a transparent color, it will be necessary to allow a thin gap of foil between the colors or he will have an overlap of opaque colors which may be undesirable to the end user.

The types of plates which can be used for lithography include: presensitized plates, deep-etch zinc plates, trimetal or Lithure plates, and copperized aluminum plates.

Aluminum laminated foils can be run with any type of plate. Long experience indicates that copperized aluminum plates give crisp reproductions, have durability with ease in water control, and produce excellent printed results.

It is recommended that the most tack-free blankets be used. Run with the least amount of pressure on the impression cylinders. Water must be kept to a minimum. Inks must be strong in color to carry a minimum amount of coverage. It is advisable to consult your ink supplier before going to press. A dry type of anti-setoff spray has proved successful.

BECAUSE of the foil treated surface, inks dry by oxidation and not by penetration. Therefore, sheets with heavy solids should not be stacked too high or offset sticking and picking may occur.

It is good insurance to have press proofs rather than hand proofs submitted to customer or advertiser for final OK.

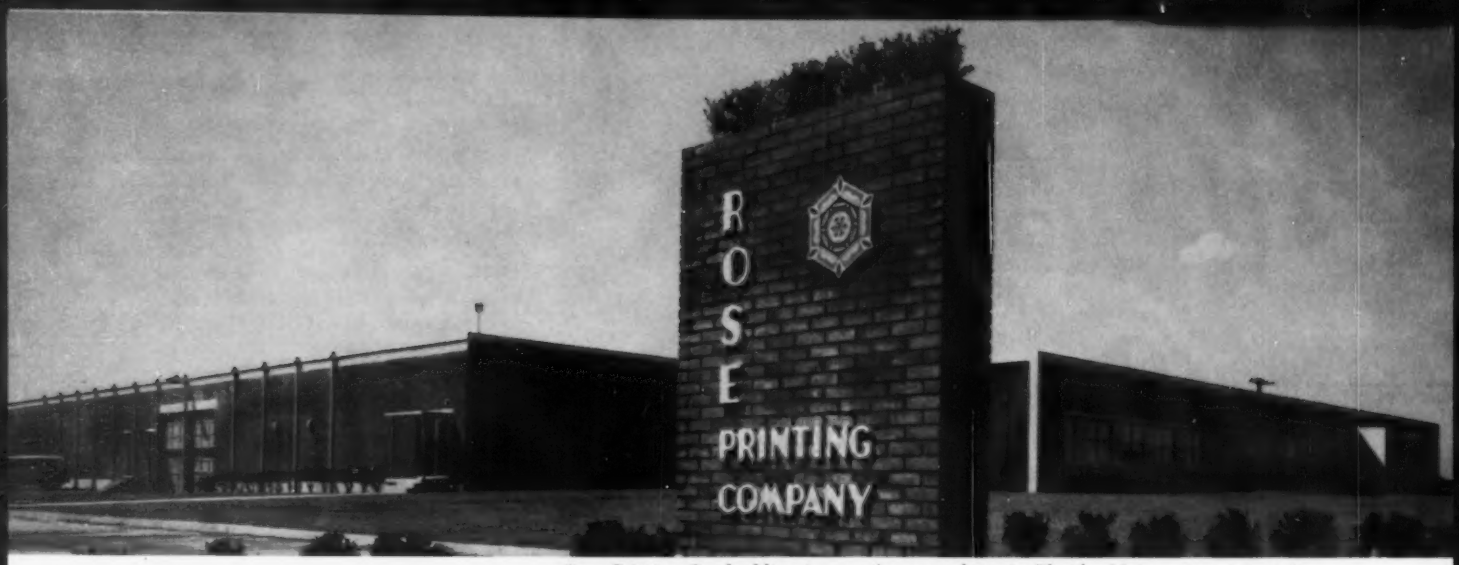
A press proof can be duplicated, but a hand proof is often impossible to reproduce on a multicolor press on a production run.

Minor differences in foil reproducing are negligible when you consider the results of the finished product.

The lithographer provides additional advantages to the end user. He can purchase in smaller quantities and has the option of copy changes without expensive plate cost.

The foil jobs of today can and are being handled on the lithographer's present equipment without any changes. The lithographer can depend upon his foil supplier, platemaker, and ink supplier for assistance in printing on aluminum laminated specifications.

Aluminum foil lamination in 250-1,000-sheet stacks is cut on conventional paper cutter prior to lithographing. Operator should apply clear oil several times a day



Rose Printing Co. building is one of newer plants in Florida. Main entrance is at far right of office wing. Below is Charles Rosenberg, chairman of Rose's board of directors

New Florida Plant Located In State's Capital City

Tallahassee plant, one of largest in the Southeast, is one of four companies owned by Rose Printing Co. Other firms are operated in St. Augustine, Miami, and Jacksonville

CULMINATION of a five-year planned expansion program for Rose Printing Co. of Tallahassee, Fla., came this month with the formal opening of Rose's new 60,000-square-foot plant in Florida's capital city.

The $500,000 plant, located in the city's new industrial park area, replaces a downtown building which has housed the Rose plant since its founding in 1932.

The new plant, one of the largest and most modern in the entire Southeast, is the result of nearly three years of intensive planning and exhaustive time-motion traffic studies conducted by Rose staff members in coöperation with several outstanding consultants in the fields of printing, business management, and architecture.

Construction and occupation of the new building brings into sharp focus the company's statewide expansion program which has included the acquisition of three other printing plants in St. Augustine, Miami, and Jacksonville, and has seen the company acquire several outstanding periodicals and magazines.

Looking forward to occupation of the new building, the Rose company for the past several years has made a successful effort to increase its magazine and book publishing business with the result that more than 30 magazines will regularly be printed in the new plant.

THE NEW PLANT is the highlight of an intensive expansion program of Rose Printing Co., started by Charles Rosenberg, board chairman and son of the founder, Sam Rosenberg.

With completion in early September of the new building, Rose was faced with the problem of transporting across a busy city hundreds of tons of machinery and delicate equipment with the least possible interruption of service to its customers.

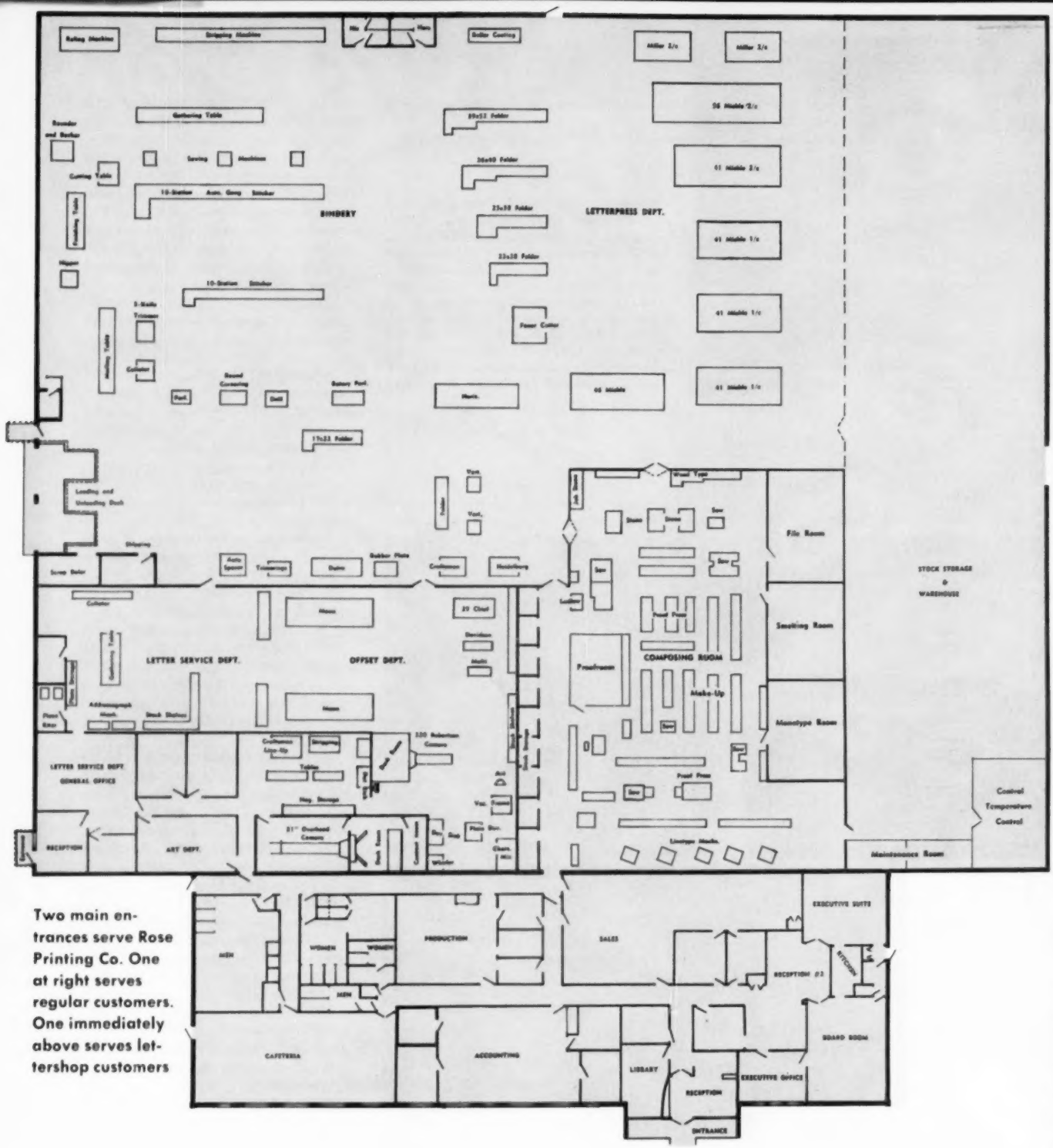
Graham Spickard, widely known as an expert in his specialty of dismantling, moving, and reassembling printing machinery, was hired.

Within 10 days, Rose had been moved with a minimum of service interruption, lock, stock, and presses, more than two miles across Tallahassee's busiest industrial area.

The new building comfortably and efficiently houses the mass of machinery that for the past several years had crowded the old quarters to a point where there was barely room for another font of type.

Placement of the composing room, press, and bindery areas was carefully engineered in relation to warehouse space, offices, and production department to provide an even, efficient flow of material.

The office space, divided into two sections adjacent to the plant departments on the north and east sides of the building, places the production de-



Two main entrances serve Rose Printing Co. One at right serves regular customers. One immediately above serves lettershop customers

partment, estimators, service manager, and purchasing departments in one grouping with easy access to the plant. In this area, also, are located the sales, accounting, and executive offices.

On the other side are located the art and lithographic preparation departments immediately adjacent to the litho section of the plant and the camera rooms.

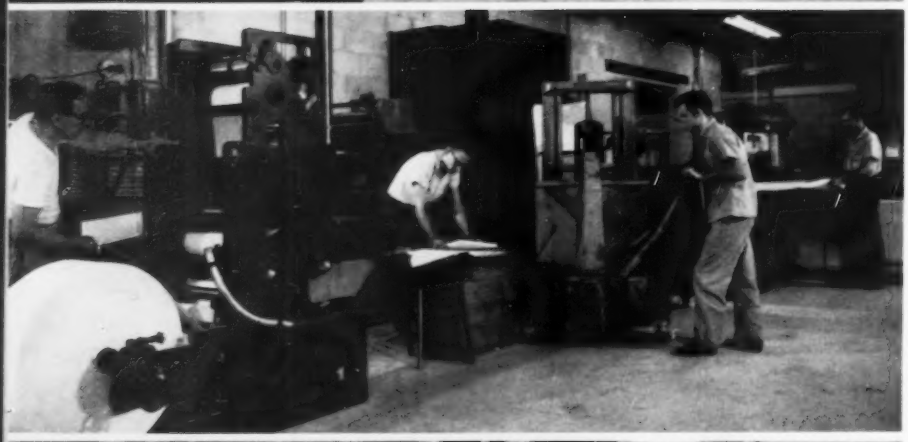
Also on this side are located several of the extra customer services of Rose, including the letter service and creative advertising divisions. Part of Rose's general expansion program has included additional service divisions for its customers, such as public relations and direct mail promotions.

The two areas are connected by a long corridor with a large lunchroom at one side, easily accessible to both ends of the building and the plant.

Two front entrances serve the office sections of the building. The main entrance, on the north side, leads into a formal reception room. Off this area is a combination library-conference room, also used as customers' waiting room.

The second entrance, on the east side of the building, serves the letter

Ralph Woodall (left) is Rose production manager and Orville Lawson is service manager. Teletypes connect with three other Rose plants. Below is premakeready and makeready department, equipped with 3M machine and Vandercook system. The Dutro roll-to-sheet business forms press handles good share of Rose business. Bottom picture shows Mueller 10-station automatic inserter-stitcher-trimmer combination which handles many of the periodicals produced in the new Rose plant



service and creative advertising divisions and incorporates a small reception room.

The pressroom, bindery, and warehouse areas are served by two large delivery entrances, one on the east and the other on the west. A railroad siding is located at the west delivery entrance for heavy rail shipments of paper and machinery. Trucks can load and unload at both entrances.

The entire building is air conditioned, and a special system controls humidity.

In designing the building, particular emphasis was placed on the arrangement of both offset and letterpress equipment in relation to the natural and efficient flow of material from offices to work areas.

The composing room is located close to the production and service managers in the office wing.

Equipment in the composing room includes eight Linotype machines, a Monotype keyboard and two Monotype casters. Display composition is handled by two Ludlow units and a wide assortment of foundry type. Proofs are provided by five galley presses, a reproduction proof press, and two hand presses. Proofreaders are housed in a specially-built, glassed-in enclosure in the center of the composing room.

Composing room equipment at Rose includes eight Linotype machines, a Monotype keyboard, and two Monotype casters. Display composition is handled by two Ludlows and a wide assortment of foundry type. Proofs are provided by five galley presses, a reproduction proof press, and two hand presses. Proofreaders are housed in a specially-built glassed-in enclosure in the center of the composing room. The composing room contains three line-up tables and other equipment necessary for modern operations.

The job department has two 10x15 automatic Chandler and Price units, two 10x15 Heidelbergs, three Miehle verticals as well as two Miehle horizontal presses.

Cylinder press equipment consists of a Miehle No. 56 two-color unit, two Miller 27x41 two-colors, one Miehle No. 41 two-color, three one-color Miehle No. 41 units, and a Dutro speedflex.

Lithographic preparation equipment includes three cameras and a new Brown 31-inch Admiral overhead camera completely equipped for color separation work. Each camera has its own darkroom and temperature controlled sinks.

In the lithographic press section, there is a 25x38 two-color press, a 17½x

22½, a 25x38, three 29-inch presses, and four 10x15 presses.

To meet the demands of increasing book and magazine work, Rose has added considerable new equipment to an already well-equipped bindery.

Seven new Baum folding machines, starting at the 39x52-inch size, with two 25x38's, a 22½x28½, and three 17½x 22½ sizes, provide a wide range of folding equipment.

Large saddle-stitched magazine orders are handled by a new 10-station automatically operated insterter-stitcher-trimmer unit.

Short-run saddle-stitched publications are handled on three 10-station manually-fed collating stitchers. Bindery equipment also includes a Crawley rounding and backing machine, four Smythe book sewing machines, and other equipment for hard binding.

A three-knife trimmer is used for book and magazine work. Other trimming operations are handled on five Seybold cutting machines, a 39-inch, two 45-inch, a 50-inch, and a 47-inch automatic spacer.

The four Rose Printing Co., plants are now production-integrated and, although they are located in different cities, a modern Teletype system keeps them in close touch with each other. Trucks transport work and materials throughout the four-plant system.

The plants are operated on a coordinated program of production, and large, rush printing orders are often divided among them, according to individual capacity, providing the final printed product in as fast as one-fourth of normal production time.

In addition, the four-plant program provides access to all sections of Florida and adjoining states, making it possible for Rose sales force to blanket the area and for Rose to service its customers throughout the southeast.

New York Printers Will Honor Allen W. Dulles

New York printers will honor Allen W. Dulles, director of the Central Intelligence Agency, and named by President-elect John F. Kennedy to continue in this office. He will receive the New York Employing Printers Association's Franklin Award, honoring him for distinguished service. The award will be presented at the Printing Week dinner Jan. 16 in Hotel Commodore, New York City.

Mr. Dulles, principal adviser to the president on intelligence matters related to national security, has served in government posts under every president since Woodrow Wilson.

Among the previous recipients of the award were President Eisenhower and former President Truman.

Church architecture has changed over the years, but design of much of its printed matter has not. Here are ideas you can use

Church Typography Needs Modernizing Treatment

By Theodor Jung

EVERYWHERE more and more church members are taking a lively interest in good design. Within the past few years many churches have been built that are splendid examples of contemporary architecture. The styles range from conservatively modern to radically progressive, but all of them are handsome and imaginative expressions of our time.

Unfortunately, the understanding and appreciation of printing design lags behind. I recently went out to look at one of the newly-built churches. It was designed and supervised by one of Denver's most competent and gifted modern architects. Daring engineering characterized the structure, and a bold simplicity was apparent in the interior and furnishings.

But I was horror-struck by the ugliness of the pamphlet issued by the same church to tell the story of the conception and construction of the church.

The contrast between the joyful realization of the architect's plans and the dull, uninspired ignorance behind the printed pieces was so startling that it made a tremendous impression on me. I was determined that I would take every opportunity to suggest to open-minded clergymen and laymen that they should take pride in the appearance of their church printing.

My first work in the design of church printing came many years ago, when the chairman of the art commission of the Episcopal Church, a member of St. John's Cathedral parish, came to me with the request for a layout for a broadside on prayers, which was to be used by the young people of the church school.

The broadside was to be suitable not only for classroom use, but also for the home, where it might be matted or framed for the wall. This use required a rather large size, so 11x17 inches, double letterhead format, was decided upon. Red and gold were to be used for display, and dark blue for the main text. The heading *Family Prayers* was hand-lettered, as there seemed to be no available type face of the character I needed. Also, the lettered heading gave the sheet a distinctive individuality. This lettering was derived from the historical style called Versals. It was widely used for chapter headings and important divisions in medieval bibles and books associated with public worship. The version used was a condensed form, so that the letters would be as large as possible. Careful attention was paid to the spacing between

Theodor Jung is a free-lance graphic designer who has just moved to San Francisco from Denver where he has been living since 1944. He attended the University of Chicago, studied graphic arts at Graphische Lehrund Versuchsanstalt in Vienna. He is internationally known as a designer and typographer, has a long list of published works and awards on graphic arts

FAMILY PRAYERS

✠

GLORY BE TO GOD ON HIGH

AND ON EARTH PEACE, GOOD WILL TOWARD MEN.
WE PRAISE THEE, WE BLESS THEE, WE WORSHIP THEE,
WE GLORIFY THEE, WE GIVE THANKS TO THEE
FOR THY GREAT GLORY, O LORD GOD,
HEAVENLY KING, GOD THE FATHER ALMIGHTY.

The Lord's Prayer
Our Father, who art in heaven, Hallowed be thy Name. Thy kingdom come. Thy will be done, On earth as it is in heaven. Give us this day our daily bread. And forgive us our trespasses, As we forgive those who trespass against us. And lead us not into temptation, But deliver us from evil. For thine is the kingdom, and the power, and the glory, for ever and ever. Amen.

Morning Prayer
O Lord, our heavenly Father, Almighty and everlasting God, who hast safely brought us to the beginning of this day; Defend us in the same with thy mighty power; and grant that this day we fall into no sin, neither run into any kind of danger; but that all our doings, being ordered by thy governance, may be righteous in thy sight. Through Jesus Christ our Lord. Amen.

Prayer for Service
O Father, light up the duties of this day.
Help us to know that glory may dwell in the commonest task. In Jesus' name. Amen.

Prayer of St. Francis of Assisi
O Lord, my Christ, may I have thy mind and thy spirit; make me an instrument of thy peace;
where there is hatred, let me sow love;
where there is injury, pardon; where there is discord, union; where there is doubt, faith;
where there is despair, hope; where there is darkness, light; and where there is sadness, joy.
O divine Master, grant that I may not so much seek to be consoled as to console; to be understood, as to understand; to be loved, as to love; for it is in giving that we receive;
it is in pardoning that we are pardoned; and
it is in dying that we are born to eternal life. Amen.

A Boy's or Girl's Prayer
O God, give me clean hands, clean words, and clean thoughts. Help me to stand for the hard right against the easy wrong. Save me from habits that harm. Teach me to work as hard and play as fair in thy sight alone, as if all the world saw. Forgive me when I am unkind, and help me to forgive those who are unkind to me. Keep me ready to help others at some cost to myself; send me chances to do some good every day, and so grow more like Christ. Amen.

Grace at Meals
Bless, O Lord, this food to our use, and us to thy service, and make us ever mindful of the needs of others. Amen.

For a Happy Home
O loving Father, bless our home, that we may all be happy in thy love, and in our love for each other. Make us loyal and generous, ready to help and quick to forgive. May Jesus, thy Son, be our loved and honored Guest, sharing our joys and comforting our sorrows. May thy loving Spirit rule our hearts and lips by the law of kindness. O loving Father, make us all thy true and happy children, and fill this house with the gladness of thy Presence. Amen.

For a Quiet Night
Blessed be His Name Who hath appointed the quiet night to follow the busy day and the calm sleep to refresh the tired limbs and to compose the troubled spirit. Amen.

Albert Schweitzer's Childhood Prayer
Dear God, guard and bless everything that breathes; keep it from all evil and give it quiet sleep. Amen.

THE FORM OF ORDAINING OR CONSECRATING

The Reverend Joseph Summerville Minnis · D.D.

A BISHOP

in the Church of God, with Jurisdiction as

Bishop Coadjutor in the Diocese of Colorado

✠

THE CATHEDRAL CHURCH OF ST. JOHN
IN THE WILDERNESS · DENVER

The Feast of St. Michael and All Angels · A.D. 1954

at 10 o'clock in the Morning

Original of "Family Prayers" was in 11x17-inch size. Heading was hand-lettered in style derived from historic Versals. Gloria was set in Libra with heading in red, cross in gold; text is in Linotype Garamond No. 3. Libra was also used in 6½x9 folder for ordaining bishop

caps to obtain optically even spacing throughout.

Underneath the heading, a simple cross in gold was placed; beneath the cross came the first line of the Gloria, in red. The entire Gloria was set in Libra and was the first use I made of the face introduced by Amsterdam of Holland. De Roos' Libra splendidly served its purpose, which was to emphasize in a striking but traditional manner the beautiful verse chosen to head the group of selected prayers.

Libra is a type based on the first manuscript hand widely used during the days of the early Christian church, the roman *Uncial.* However, this is a modern version, not merely a copy. Its arch-like but somewhat angular strokes seem to dignify any words in which it is set. The lines were generously leaded to set them off to the best advantage.

The small printer chosen to do the job had few display types, so an advertising typographer who carried Libra pulled reproduction proofs and a line cut was made.

Since the large display lines consisted of traditional letters, the type chosen for the text was Linotype Garamond No. 3, one of the best of the oldstyles. The bold version was selected so as to harmonize with the boldness of the display lines.

After cuts and type were assembled, I carefully checked and corrected spacing. Then when the sheets went on the press, I checked the color of the inks. The run was a fairly short one—about a thousand copies. Paper used was Strathmore's Fiesta, 80# basis, with red deckle at the bottom.

I have gone into a rather detailed description of the genesis of this broadside, because it demonstrates the kind of painstaking care required to produce quality printing for liturgical use.

MY NEXT COMMISSION was a considerably larger one. It was a 32-page pamphlet, containing the complete service for ordaining a bishop. Libra was again chosen for display and used on the cover and for headings throughout. The printer bought this type specifically for the printing of this booklet. A noncentered or assymetrical style was used because of personal preference. It is the style which best reflects the dynamic quality of life today.

Careful layouts were made for cover, straight-matter and many spreads. Twelve-point Linotype Granjon was used for the text. The paper chosen was Hamilton's white Andorra text and cover.

Since these first essays into church printing design some years ago, I have planned, designed, and supervised many others. The latest of these is a program for Christmas services at Saint Luke's Hospital in Denver.

The old program had been thrown together in a thoughtless hurry. On its cover appeared a stock cut furnished by the printer. The heading was handset in Cloister Black. Although this is a well-designed form of black letter or gothic (using the correct historical sense of the word "gothic"), it is spoiled by the use of letterspacing between the

small letters. Under the stock cut stands the Christmas collect, set in Bookman, one of the less attractive text faces. For the name of the hospital, a sans serif was taken from among the various job fonts, for no apparent reason. Tightly-set caps of Bookman finish up this hodge-podge.

I was eager to do a fine job for the chaplain, the Rev. Robert Evans, who had shown confidence in my work and had chosen me to do the new folder; he had seen some of my designs at an exhibit of religious arts.

For a long time I had admired Post Roman, and here, I thought, was the appropriate place for it. Unfortunately, no Denver typographer carried it. I went to my typographer of many years association, George Ferguson, and I asked him about the possibility of getting this fine calligraphic face. After looking over the specimens, he decided it would be a useful face to have and immediately called the representative of Amsterdam, which distributes this Berthold face in the United States.

Meanwhile, I had busied myself with rendering a comprehensive layout, which was submitted to and approved by the chaplain. In the final drawing, some modification was made to make the subject clearer to the hospital patients. Too often designers disregard their ultimate audience in a willful determination to be individualistic at any cost.

Although the type shipment was incomplete, by enlarging and reducing from proofs of the delivered type, the gaps were filled in. A careful pasteup was made and then taken to the offset printer who had been selected on the basis of bids and previous performance. This printer was Walter Belke, who did a very nice job. The gold turned out to be ochre instead of a metallic gold, but it was even more attractive than a metallic ink and would not tarnish.

My drawing on the cover was a bold, simplified adaptation of a 12th century painting in Saint John's Chapel at Puergg, Austria. Here a discussion of drawings suitable for church use would be helpful. These drawings definitely need to be simple, graphic, symbolic.

If an artist is not available, or if the budget does not permit the use of one, the Troyer ornaments from American Type Founders offer pictorial embellishment of a suitable kind of low cost. There is a good range of church devices such as chalice, Alpha and Omega, the fish (symbol for Christ), grapes, church bells, orb and cross, dove, Christian shield, the ship (representing the church), and the anchor. Troyer's December and Christmas vignettes from Amsterdam Typefoundry are also very good.

A good design by an artist trained and experienced in the liturgical approach will require a moderate fee that will outrage some customers, but a very attractive design can be created with purely typographic resources by paying attention to choice of type, ornament, and proper spacing.

The program cover in honor of the Reverend Mr. Bowen was set in Klingspor's (now Stempel's) Eve Decorative capitals with lower case. A tasteful vignette enriches the page. The text inside was machine-set in Linotype Baskerville. A pair of Ludlow ornaments give a festive but dignified air.

THE GREATEST CARE should be taken in the choice of type faces. Generally unsuitable are most of the faces used in advertising today: the gothics, Clarendons, square-serifs, and brush scripts, among others.

Our Christian faith and the Hebrew heritage from which it derives breathe a spirit of warm humanity which is better expressed by traditional type faces, particularly by those called oldstyle. Garamond, Caslon, and Baskerville are three such faces.

A number of contemporary romans, such as Weiss Roman, Palatino, Trajanus, and Eve, to name a few, have this same human quality. The capitals of these alphabets, most of which are based on the fine proportions of the capitals on the Trajan inscription in Rome, have the feeling of splendor, dignity, and harmony compatible with a positive faith. They should *always* be letterspaced as generously as possible—not less than a fourth of an em.

The choice of display faces is very wide indeed. Most suitable are those of calligraphic origin, such as Libra, Post Roman, Wallau, Sistina, among others. A decorative face such as Sapphire, when used sparingly, can be most effective.

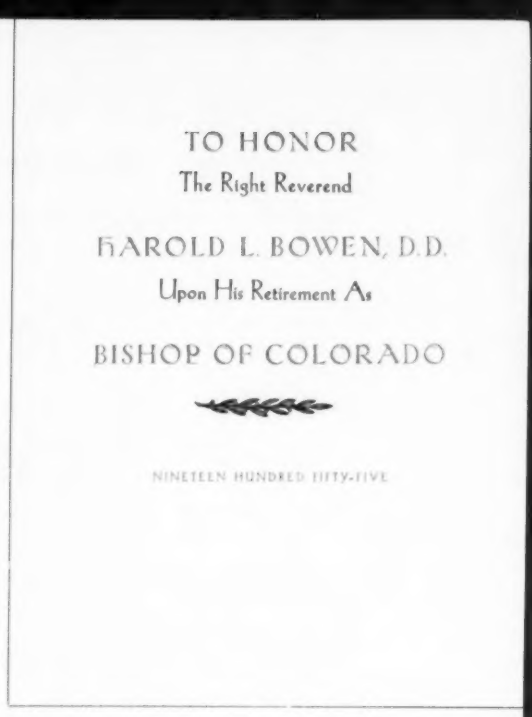
Mixing type faces calls for the use of a trained typographer. If you do not have access to one, stick to a single family of the traditional romans. Unfortunately, it has been my experience that it is just this necessity, a basic roman alphabet, in a wide range of sizes, which is most frequently lacking in most print shops.

Here is a list of some suitable types for liturgical use:

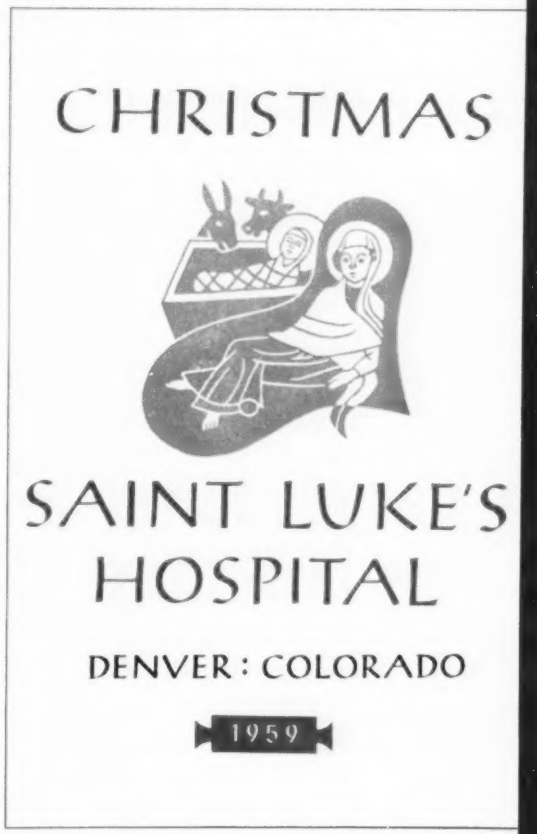
Traditional Romans: Caslon, Garamond, Janson, Baskerville, Bulmer.

Contemporary Romans: Weiss, Palatino, Trajanus, Elizabeth, Centaur, Perpetua, Marathon, De Roos, Columbia, Horizon.

Display Faces: Libra, American Uncial, Solemnis, Mosaik, Jessen, Wallau, Lydian, Albertus, Sistina, Post Roman, Weiss Initials, Hadriano, Codex, Delphine, Erasmus Initials.



Original of above 9x12-inch four-page folder was printed in red and black. Type on front is Eve decorative caps with lower case; body type in Linotype Baskerville. St. Luke's Hospital 6x9-inch four-page folder with deckle edge was printed in gold-simulating ochre where red here and dark black-green where in black here



It's no wonder that purchasing agents insist upon at least three quotations

from printers when there's such wide variance in many of the items involved

How Differences in Quotations Can Confuse Purchasing Agents

Another in series on estimating for small printers and lithographers

By M. D. Binford

PROBABLY one of the most perplexing problems confronting the graphic arts industry today deals with that of quotations. Much concern is prevalent among executive secretaries and managing directors of offset and letterpress trade groups relative to the quoting of prices to the customer, particularly where the quotations offer the consumer such a wide variance on a single item. This condition is not confined to any one locality. It is general throughout the United States, and your own area is probably no exception.

Years ago an estimating seminar was held in a city of some prominence in the printing industry. Some 25 salesmen, estimators, and owners comprised the class; all were supposed to determine selling prices on a standard list of hour costs.

At the outset the first problem was to price 1,000 printed business cards, black ink, seven lines of copy. Of the answers turned in, only two were at all alike. Had the answer called for two colors, answers would have been more than "hog wild."

Judging from recent surveys conducted by various groups, the latitude of wild pricing still runs rampant. One purchasing agent reports eight quotations submitted on duplicate specifications; the prices quoted ranged from a low of $674 to a high of $1,250. With such variations it is no wonder purchasing agents insist on three or more bids on their prospective printing needs. Some of them, if they find you gullible, do not hestitate to play you against another printer, and vice-versa.

Excluding errors in judgment as to time required and mistakes in figuring materials, methods of costing and means of determining markup for profit are contributing factors in many of these flagrant discrepancies in the final selling price.

All trade association groups which have devised uniform cost systems do not figure alike. There are still some who advocate the idea of loading nonmanufacturing (overhead) expense on the factory cost, using either an all-inclusive hour cost or a selling hour rate designed to include desired profit. The result of this misconception may best be illustrated by a hypothetical case outlined in the adjoining table.

If the price of item #1 is proper, then item #2 is underpriced and item #3 is overpriced. If #2 price is correct, then items 1 and 3 are overpriced. If it is item #3 which is right, then both items #1 and #2 are underpriced. The manufactured cost is the same for each item but note the difference in the profits. If any great portion of the sales volume happened to be of the item #2 class, it would be easy to see what the result of the operation amounted to at the end of the year.

Present-day accountants, management engineers, and financial advisors who have consistently kept pace with the more modern and proved methods of cost and profit analysis agree that profit determination is most wisely and most easily controlled by making the manufacturing cost variables, materials, and direct factory expense, the basis for all calculations.

Budgeted Operations

Variable expense	
Materials: Paper, ink, bindery materials, plates, film, outside services	$ 32,870.00
Factory: Labor, payroll taxes, supplies, repairs, light and power, shipping and delivery, etc.	36,510.00
Total variable manufacturing expense	**$ 69,380.00**
Nonmanufacturing expense	
Ownership: Rent, insurance, taxes, depreciation	4,250.00
Administrative	7,970.00
Selling	6,130.00
Total nonmanufacturing expense	**$ 18,350.00**
Total production expense	**$ 87,730.00**
Profit—return desired on investment	12,270.00
Sales required	**$ 100,000.00**

Nonmanufacturing expense of $18,350 is 50.2% of the factory expense of $36,510. The desired profit of $12,270 is 33.6% of the factory expense. Company "A," using this formula for the costing and pricing of the product, comes up with varied answers when the mix of materials and conversion cost is not in conformity with the above budget.

	Item #1	Item #2	Item #3
Materials	$ 30.00	$ 40.00	$ 20.00
Factory cost	30.00	20.00	40.00
Manufacturing cost	$ 60.00	$ 60.00	$ 60.00
Overhead 50.2% on factory	15.06	10.40	20.80
Profit 33.6% on factory	10.08	6.72	13.44
Sales price	$ 85.14	$ 77.12	$ 94.24
Per cent profit on sale	11.8%	8.7%	14.2%

If all purveyors of the printed product were to adopt this method it would certainly aid in bringing about less discrepancy in quotations between competing concerns. Proof of this statement is exemplified in the way another company whom we will call Company "B" makes use of the variables mentioned above as a pricing base, granting that their operating expense is comparable to that of company "A."

The overhead of $18,350 is 26.5% of the total variable cost of $69,380. To the variable expense must be added 17.7% to care for the desired profit. As the manufacturing cost is exactly the same for all three items we take the example from there.

Manufacturing cost	$ 60.00
Overhead 26.5%	15.90
Profit 17.7%	10.62
Sale price each item	$ 86.52

Regardless of the mix of materials and conversion expense, Company "B" realizes the same profit percentage on all items.

Many printing managements have adopted this method to the mutual advantage of themselves and customers as well. Several years ago one company, changing to this way of figuring, was able to reduce contract price on a valuable account and increase volume on the one item alone some $55,000 the first year. This customer no longer demands a quotation.

We have witnessed many price-making practices of printers, even to the old fellow who had the stock on hand, set the type himself, had his daughter feed the press, his boy cut and deliver, so the $6 he got for the job was clear profit. Whenever we hear of a "wild quotation," this little story comes to mind. It makes you wonder just how foolish a human being can become.

Don't kid yourself by adjusting the cost figures on an order. If you feel compelled to do a little "finigling" on the price, do it by means of the profit percentage markup. If you have installed special equipment calculated to lower production costs, you will not get much increased benefit by passing part of the saving on to the customer. A price increase beats a volume increase when it comes to profit.

There is a fitting slogan used in *Inklings*, the semi-monthly newsletter of the Printing Industry of Greater Miami (Fla.), which reads, "THE WAY TO BETTER BUSINESS IS BY KNOWING YOUR BUSINESS BETTER." There's no mortgage on its adoption by any printer, just as there is no substitute for a knowledge of your costs.

How to Plan Your Business Development Program . . .

How Sales Training Will Help Salesmen Sell More

Seventh of a series for printers and lithographers

By Ovid Riso

Since the printing industry relies so heavily on personal salesmanship, the subject of sales training is a necessary part of any program of business development. As in any other field of commerce, there are all types of salesmen, and in each company sales training is the factor which results in improved business from the sales group as a whole.

We are not concerned here with interviewing, checking, and employing a new man to act as a sales representative and then turning him loose, left to his own devices or to his "following." What we are examining is the process of *aiding* him in his task, regardless of whether he is a beginner or backed by years of experience. If he is a highly successful salesman, so much the better, because through the training program he can be helpful to the other men on the sales team.

Some of the questions to be considered are: Who does the sales training job? How long should the program be? How often should meetings be held and what ground should they cover?

The program should be conducted by *the man best fitted for the job*, and this need not necessarily be the boss or the sales manager! If you question this, look at other areas of industry where the sales manager is not the sales training director, chiefly because he does not have the time to consider the needs and requirements of the program, plan the meetings, and prepare the materials. We have all seen individuals who know more about *selling* printing than their managers. As for the head of the company, he may be strictly a production man, good at his own job, but less knowledgeable as a salesman.

Some companies hold sales meetings on a weekly schedule, with or without a planned program. Their duration depends on variable factors peculiar to individual organizations, such as available time, the sales manager's schedule, conflicting appointments, and the number of subjects on the agenda. Placing the program on a fixed time schedule and planning and organizing its content give the meetings purpose.

About a year ago, I had the privilege of being present at a sales training meeting with which I was considerably impressed. It was thoroughly planned, concise, tightly organized, and extremely informative. Undoubtedly, all of this was due to the fact that the organization has been conducting such programs for many years and has raised them to a high professional level.

Converting it into terms of our own industry, the program offers an exemplary sales training schedule for any printing company. Here is an outline of it, transformed to meet the conditions of the printing industry:

I. *Estimating Policies and Practices*

This covers such subjects as costs, profits, overhead, competition, fixed charges, variable items of expense, and cost-reducing strategies. Of special importance are the differences in estimating on "low-bid" jobs and on "sure" orders; new customers and old clients; busy seasons and slack times. Production problems which may adversely affect costs are analyzed and reviewed; mistakes are diagnosed. Specifications are studied from the standpoint of cost reduction, improvement in quality, and value to the customer. Short-run and long-run cost effects are discussed.

II. *Latest Industry Developments*

This phase includes presentations of new processes and techniques in composition, paper, engraving, letterpress, lithography, and binding. New paper specimens are discussed and samples given to each man to carry in his bag. Whenever possible, arrange to have the supplier's representative present to answer questions.

III. *Prospecting for Business*

The problem of getting new business is divided into three sections of which the first may be called "local services." These include advertising agencies, sales promotion services, and art services. The second section covers industry, and the third cuts across both areas under the heading of "leads and how to get them."

IV. *The Interview*

The interview with a prospective customer cannot be routinely formal-

(Turn to page 112)

How a Brief Phone Call Led Me to $12,000 Order

It all started with a phone conversation with the prospect about how I could help to improve his house publication, but his real headache was a new catalog; he gave me the order

John M. Trytten has devoted all of his working life to the printing industry and related fields of advertising and publishing. For the last four years he has been marketing director for Nitragin Co., Milwaukee. Prior to that position he was with Wetzel Brothers Printing Co., Milwaukee, and Seeman & Peters Co., Saginaw, Mich.

By John M. Trytten

THIS SALE had a most inauspicious beginning—a short, and somewhat unsatisfactory phone call to a totally strange prospect. It resulted in a $12,000 catalog order plus the printing of a regular house organ.

The sale illustrates a number of fundamentals: use of the telephone, knowing one's "product," and doing one's homework.

It all started with my close examination of one of many house magazines that I had gathered from a number of sources. This one in particular stood out from the rest as a possibility for our firm.

On looking it over, my first impression was that it had been put out in extreme haste. The layout was only fair, apparently done by an amateur and in a hurry at that. There were widows and ill-fitting captions that indicated poor copyfitting and lack of time to "repair" in proof stages.

Yet, the over-all quality of printing, halftone work, etc., was good. It did not have the appearance of being put together on a budget only half large enough to do the job as all too many house organs do.

So I called the company publishing the magazine, asked for the advertising manager's name, and asked to speak to him.

The advertising manager, in answering, was polite but brusque. He allowed that he was being beseiged for some reason by far too many printing salesmen these days; that his volume of work was certainly too small to justify all the interest; and furthermore he was just too busy to see me, or any of the others.

At this point I made a promise to him. I said I would like him to invest only 15 minutes of his time, Friday morning, and that if in 15 minutes I could not show him concretely that we had something of genuine benefit to him, I would put on my hat and leave.

Naturally, he wanted to know what I had in mind. I had to resist the strong temptation to tell my story over the phone. To do so would have robbed it of the impressiveness of a personal presentation and reduced it to a more casual vagueness than the story deserved. I kept returning to the idea of his sparing 15 minutes, with a dignified and sincere emphasis on my promise not to wear out my welcome.

Finally, he capitulated, and the appointment was made; for Monday, not Friday, which is neither here nor there.

That Monday morning, I centered my arguments on the benefit to him, a busy man and a nonprofessional artist, of our well-staffed and professional creative department.

To start with, I showed him only one magazine. This was a house organ on which we did the layout and design work from copy furnished to us by the customer.

My emphasis was not on the quality of the printing. This was obvious and spoke for itself.

Instead, I concentrated on the idea that we could relieve him of the laborious task of preparing layouts and art work for the magazine. He was shown how our creative men would add a professional touch to the work that he was striving for.

He was shown how we could work out a publication "style," so to speak, that would remain the same issue after issue. Within this framework each issue would be treated individually, but at the same time, the style pattern would keep down both costs and production time.

I showed him how relieving himself of the production end of the job would give him more time for improving his copy, doing more field work for stories, and for the million-and-one other advertising duties he had in addition to the magazine.

I even showed him our standard manuscript copy paper which would allow him to type his copy line for line of publication, thereby giving him instant control of article length, etc., without time-consuming and often inaccurate copyfitting.

Up to now, I felt I had been making progress. The many interruptions and

(Turn to page 108)

The Printing Sale I'll Never Forget--No. 22 of a Series

This article is the 22nd of a series of case histories on selling printing and related services by John M. Trytten, to whom outstanding members of the printing sales fraternity have told their stories. Sales ideas and fundamentals brought out are directly applicable to day-to-day selling. These case histories will provide excellent ammunition for your salesmen. Mr. Trytten has had many years of experience in selling printing in Milwaukee and other cities.

International Printing Week Scheduled for Jan. 15-21

More than 400 Printing Week kits distributed throughout U.S., Canada, and several other countries. Printers urged to tell public of their industry and participate in local observances

Miss Perfect Type for 1961 is Connie Stevens, the "Cricket" of the Warner Brothers "Hawaiian Eye" TV series. Miss Stevens is shown with Robert M. Edgar, president of the International Association of Printing House Craftsmen, and the Objectives Poster, used in connection with the Printing Week Observance, set for Jan. 15-21

By William H. Evans, International Printing Week Chairman

INTERNATIONAL Printing Week will be observed during week of Jan. 15-21 in many areas throughout the world. This week, promoted by the International Association of Printing House Craftsmen and cooperating graphic arts groups, continues to increase each year. The theme selected for this year is "Success in Printing."

William H. Evans

More and more we who are in this great industry need to help young people who are seeking their place in the task of earning a living to find their place. No other occupation offers a wider range of interest than the graphic arts. But only as we help these young people see the opportunity that waits for them can we hope to get them interested in becoming a part of the printing industry.

Printing Week offers an excellent opportunity to "Share Your Knowledge" with these young people. In many cities, letterhead contests, essay contests, and talks by men from the industry in schools, will help to interest these leaders of tomorrow.

Printing Week will become more international this year with Printing Weeks being planned from coast to coast in the United States as well as in Hawaii. Canada, Australia and South Africa are also planning observances.

Printing Week material has been sent to Pakistan, Netherlands, New Zealand, the Philippines, Puerto Rico, Western Germany, Finland, Korea, and Sweden. As time goes on, perhaps these areas will have Printing Week celebrations.

The International Printing Week committee has packed and shipped nearly 400 kits containing material that was used last year as well as many items especially for the 1961 Printing Week. Some 20,000 two-color posters, 2-million stamps and 3,000 objective posters have been produced for free distribution. A new 48-page booklet, "Ideas for Printing Week," has been published this year; it contains sample talks and many pages of Ben Franklin quotes.

Anyone who desires Printing Week material may send his request to William H. Evans, Chairman, 1961 International Printing Week, 1817 S. Mint St., Charlotte 3, N.C.

One of the best ways anyone in the industry can help to promote Printing Week is by taking part in his local celebration. Agree to serve on committees and attend the Printing Week banquet and exhibits. Another inexpensive way to promote Printing Week is by using the logotypes and stamps on stationery. These logotypes are available free from the American Type Founders Co. type dealers.

International Printing Education Week Jan. 15

By John M. Fontana, Chairman
International Printing Education Week

The broad vision of graphic arts educators in subscribing to and carrying out the philosophy of "What happens to graphic arts education will determine the future of the graphic arts industry" takes on an accelerated program of activities during Printing Education Week that in a meaningful fashion, vitalizes industry's effort during the same week. In all sincerity, ours is not a one-week fiesta of events. Our work and our correlation with industry is a carry-over that takes place the year 'round. The job of public relations our subject achieves with the students, faculty, and community, is one that has earned the respect of people in all walks of life.

John M. Fontana

This year, our committee has been augmented to include every geograph-

(Turn to page 108)

How to Apply Lacquer to

DEEP-ETCH ALUMINUM PLATES

Lacquering will make the images more ink receptive and more resistant to blinding.

Good lacquer will stand repeated light etching and gumming without ink protection

By Charles W. Latham, Offset Editor
PRINTER and LITHOGRAPHER

IN OUR NOVEMBER ARTICLE on deep-etch aluminum plates, the copperizing step was discussed. The next step is the application of lacquer to make the images more ink receptive and more resistant to blinding. Lacquer improves the quality and the life of plates.

In just a few years, we have learned how to triple the life of the deep-etch plate. Better image cleaning procedures, development of copperizing, and formulation of a blind-resistant lacquer are three major advances responsible.

Today, all good deep-etch lacquers are blind-resistant. Their formulation is based upon the work done on lacquers by the Lithographic Technical Foundation a few years ago. A good lacquer will actually stand repeated light etching and gumming without ink protection and still retain high ink receptivity and printing quality.

A properly made plate using blind-resisting lacquer is difficult to blind and tends to be free of scum. The pressman can clean up the nonimage areas with etch and gum with less danger of blinding the images. Furthermore, wet washing to remove gum from images is also a safer operation on well-made plates.

While there is a certain amount of leeway in every operation of platemaking, it should not be abused. There is always the danger of carelessness creeping in when it is known that perfection is unnecessary. A competent platemaker will try to stay well within the allowable limits in every operation where control is possible. Consequently, when he gets into those areas where there are no control instruments available, he will have more room for possible inaccuracies.

In other words, if two thirds of his operations, such as timing, temperature, viscosity, and color, are under close control, any irregularity in his plate will be caused by one of the remaining operations. Knowing this makes it easier to pinpoint and correct the trouble.

The operation of applying lacquer is one of skill, feel and sight. There is no practical method of measuring the film of lacquer applied to the plate. If the film is too thin, the full value of lacquering will not be realized. If the film is too thick, it will be difficult to remove the gum stencil.

THE FIRST STEP, of course, is to obtain a good blind-resistant deep-etch lacquer. It must have the ability to hold ink in the presence of fountain solution. Almost anything that is dry is receptive to a water-free litho ink. But when the ink contains a fairly high percentage of fountain solution made up of water, gum, and acid, a good lacquer is required.

A lacquer's blind resistance can be determined by LTF's blinding test that will be described later. The lacquer must dry relatively slowly so that it may be spread over a large plate. It should be rubbed down to an even film before becoming too tacky to work.

If the lacquer is used under controlled air conditions, the operator will have little difficulty in turning out uniformly-lacquered plates. But where temperature, moisture content, or draft variations occur, the drying rate of lacquer will vary, so a slow-drying lacquer and skill are required in order to get the film uniform.

Using too much pressure when rubbing down the lacquer produces too thin a film. Not enough pressure produces a thick film that makes gum stencil removal difficult. Paper wipes may be used to spread the deep-etch lacquer over the plate, but rubbing down must be done with a soft lintless rag. Lint from paper wipes may cling to the lacquer when it starts to get tacky, and paper fibers adhering to the image will take on moisture in the press and cause white specks to appear in solids.

After applying and rubbing down the lacquer, follow the manufacturer's directions for drying.

To keep etch and gum from adhering to the lacquer, add a film of developing ink to the image areas of the plate. The lacquer is not greasy enough to repel gum; the developing ink is, or should be. A good deep-etch developing ink is one which can be easily smoothed out to a thin, even film. Even after powdering and clearing, it will remain greasy enough to repel gum and etch. It will also produce a good black image that is easy to inspect.

There is not a great deal of difference between good inks, but there are some inks that may suit your conditions better than others. The ink should be easy to use, repel gum easily and stand a water temperature of 100° F. A few tests will soon indicate whether or not you should try another brand. You might try four kinds on one plate, covering a quarter of the plate with each. It is not probable that any of them will cause a spoiled plate.

The ink is poured on the plate and spread with a paper wipe. Then, with a clean soft rag, it is rubbed down to a smooth even film. Do not try to rub it all off the plate, and do not leave it thick or streaky. Just rub it to a smooth film and then fan dry it. Next, powder the plate with a half-and-half mixture of talc and powdered rosin.

POWDER THE PLATE to "set" the ink and prevent its being smeared when the gum stencil is scrubbed off under warm water. Powder also reduces the greasiness of the ink enough so the plate etch can desensitize the nonimage areas up to the edges of the images.

When not powdered, the image dots form a sort of greasy halo around the edges. The etch backs away from this halo and does not desensitize to the edges. Halftones will then thicken dur-

ing the run. For cleaner, sharper, and truer printing, the developing ink should be powdered. The talc alone would suffice for this purpose, but rosin is added to make washing-out easier.

The powder is usually kept in a cigar box and applied with a generous wad of cotton. The application merely consists of dabbing the powder on the plate with the cotton and then spreading it thoroughly with a light rubbing action.

Removing the gum stencil from the nonimage areas of the plate is called "clearing." It is a necessary operation in making a deep-etch plate. If the stencil is not properly removed, the plate may have a tendency to scum. One of the reasons for coloring the plate coating solutions is to enable the operator to detect any failure of stencil removal.

The stencil must be removed to a point where no color shows on the nonimage areas. Actually, there will always be a slight residual gum left on these areas after clearing, but no color will be discernible. This residual gum film can be removed with a counter-etch, but there is no good reason for doing so on aluminum plates. In fact, the gum film is a help in desensitizing the plate with a gum arabic etch.

Clearing the plate consists of first soaking it in warm water at 90-100° F for about 10 minutes. Then, while still under water, the plate is rubbed lightly with cotton or a cellulose sponge to remove the ink and lacquer from the nonimage areas. If the water is too hot, the developing ink will smear. But if the ink smears at temperatures below 90° F, try another ink.

Next, place the plate in a sink with a slanting rack and a shower pipe on the high side. Flood the plate with warm running water and scrub the stencil off with a bristle brush. Scrub until the nonimage areas look and feel clean.

It requires fairly vigorous scrubbing to remove the stencil, but scrubbing too hard can injure the image areas. The peaks of the grain may be bared and later desensitized, which will result in white spots in the solids.

IT TAKES SOME EXPERIENCE to recognize a dangerous condition. When a stencil shows a tendency to resist removal under normal scrubbing, soak the plate longer in warm water. Then thicken the coating slightly on succeeding plates.

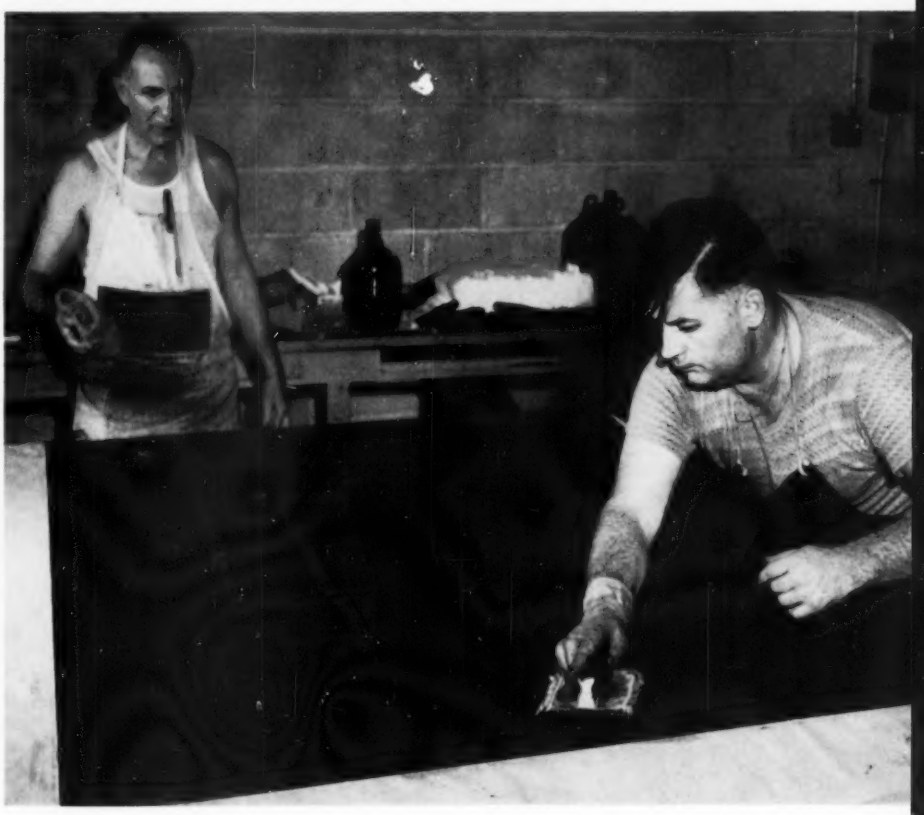
To leave a good greasy base on the image areas, it is best to soak the plate in warm water long enough so that the stencil comes off with medium scrubbing. Use a brush with vegetable fibers that attract water instead of grease. Nylon and animal bristles tend to pick

(Turn to page 110)

Coat a plate's deep-etch areas with nonblinding deep-etch lacquer to give the image areas a highly-receptive ink base. Spread with a paper wipe and rub down with a soft, lintless rag. Leave as much as possible on plate, but not enough to hamper removal of gum stencil

Photographs—Courtesy of Lithographic Technical Foundation

Coat lacquered image areas with a film of greasy developing ink to keep them from being covered with gum during the gumming and etching steps. Use good deep-etch developing ink and half-and-half mixture of powdered talc and rosin. Pour the ink on the plate, spread it over image areas, and rub smooth with a soft rag. Then powder it with the talc-rosin mix



THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential upon request.

What the Composing Room Was Like 100 Years Ago

Shop layout, type case, composing stick similar to those of today

Units for mechanical typesetting were invented and patented in 1860's

Measure was the pica em. American point system still in the future

To look back 100 years and report on composing room procedures of the 1860 era, I have had to rely mostly on second-hand material. Today, periodicals record every aspect of the printing industry, but this was not the case during the Civil War years. The only journal regularly produced at that time was *Typographic Advertiser*, a quarterly edited by Thomas MacKellar of the Philadelphia type foundry, MacKellar, Smiths and Jordan.

By 1861 the printer's craft was practiced in all but three states, Montana, Wyoming, and North Dakota. By the end of the war, shops had been established in all three. This was the period just before the tramp printer came into his own as one of the most colorful characters on the American scene.

A compositor generally worked 10 hours a day, and he was fortunate if he received a higher rate for overtime. The early typographic societies had helped to standardize a regular time rate just a few years previously, and piece work was still very much in evidence. In the 1850's, a compositor in New York received 27¢ per 1,000 ems of composition. In book work, employers charged their customers approximately 60¢ per 1,000 ems.

Joel Munsell, a well-known Albany, N.Y., printer in the middle 1800's, charged $4 for 300 circulars and $1 for 100 "To Let" notices. He charged for author's alterations at the rate of 60¢ an hour. This was probably fairly typical for the times.

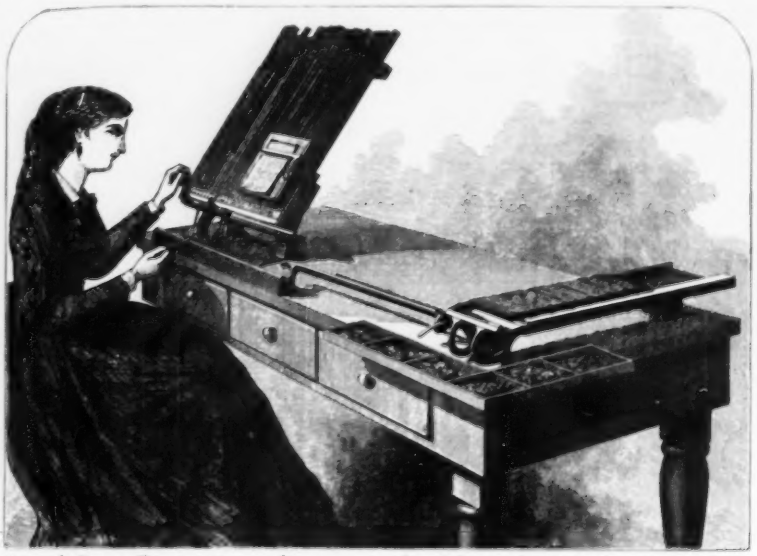
Today's comp. would undoubtedly find his way around the shop of 100 years ago and would adapt himself very quickly to the working conditions. The type case would in most instances be the two section affair, although some shops were beginning to use the American case, which we now call the California job case. The composing stick was quite similar to that presently used, except that it was not marked in picas.

In lockup, the chances were that the quoins were wooden, and were driven into position with the shooting stick, although various patented metal quoins were coming into use. Furniture was primarily made of wood. A metal variety was being manufactured under the name of Labor-Saving Quotation Furniture, but this was not in wide use. There was almost no systematic approach to materials mainly because of the lack of a standard of measurement. The American point system was still 20 years into the future, so precision was lacking.

The general standard of measurement was the pica em, but the trouble was that the pica varied. The printer might find himself with three or four types produced by different founders and all slightly different in size. Leads and slugs were similar to those used at present and were cut to lengths expressed in pica ems and ens.

Printers were full of ideas for improvement, however, and the patents granted for machines and devices were many and varied. For example, Tom Rooker of New York City invented a type case with adjustable depth to the compartments in order to contain a larger supply of type. The boxes were adjusted as the type was used. A somewhat similar idea was patented by Randall and Howard of Belleville, Ohio, in 1862. In 1861 John H. Tobbitt published a pamphlet advocating a type case containing logotypes of common letter combinations. There were 14 of these in addition to single letters.

Although Mergenthaler had not yet dreamt of mechanical typesetting, there were many inventors in the middle years of the last century who were past the dream stage and were producing machines to set type. During the 1860's a patent was given to O. L. Brown of Boston for a device which was named Brown's Patent Type-setting machine. It was purported to set



Brown's Patent Type-setting machine was introduced during the 1860's by Oren L. Brown

ALBERT GOMMI

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type at the rate of 1,200 ems per hour. Brown suggested that any young lady, inexperienced at setting type, could produce the maximum with but a few hours of practice. Distribution was performed by a separate machine. Brown priced his machines at $300 for the typesetter and $700 for the distributor.

The types used by printers of this period were produced by a number of type founders, and the types themselves provided a great variety. They were classified rather loosely. Those used for book and newspaper body composition were simply styled roman and italic. Next came text letter (blackletter), script, plain job letter, and fancy job letter. The job letters were types which had been developed primarily by European foundries and adapted by American firms. Later, many interesting and unique designs originated here, but the faces most used in the 1860's were of European style.

The plain job letters were the types which found their greatest use in commercial printing and in advertising display. Many of them were types which are still well known to the present generation of compositors, such as gothic extended, condensed gothic, Clarendon, antique extended, etc. The fancy job letters were those types which today we associate with the period. Every possible letter shape was investigated and produced as a type, and the names selected were as imaginative as the designs.

TYPE PRICES are interesting to note in these premachine days. In 1860 pica type was 32¢ a pound, and by 1866 had gone up to 56¢. In another 20 years, however, the price had gone back down to 38¢ a pound.

The specimen books of that time are still unique. Their pages were frequently filled with homey expressions representing the particular philosophies of the founders, in such phrases as "Words Stir Up Anger and Anger Brings Forth Blows," and "Her Bright Smiles Cheer My Wearied Spirit." On occasion the editor would tire of the uplift and produce something in this mood: "How Doth the Little Busy Bee Get Euchred."

That the Civil War brought about an extreme shortage of employees is evident in the note inserted in the July, 1863, issue of *Typographic Advertiser*, which stated:

"The lateness of the present number of the *Advertiser* is due to the interruption of business caused by the rebel invasion of our State. We had previously contributed about a company to the grand army of the Union, and we felt that we had filled our quota, but when the tramp of hostile footsteps profaned the soil of our good old State, we gave a God's-speed (as we had to our only son) to those of our remaining operatives whose patriotism impelled them to shoulder the musket to meet the new emergency. About a third of our entire force have gone to the battle-field in defense of the Union and Constitution of the Land. . . ."

There was doubtless even greater attrition suffered by printers in the Confederacy. The shortage of compositors was sufficent to bring about the hiring (by Joel Munsell of Albany) of a lady who had been a school teacher. Munsell's other nine comps. walked off the job, outraged at the thought of a female in a composing room. The record does not state how long they stayed away.

Today, we are in the middle of a technological revolution in procedures and in equipment. A century ago printers were in the midst of a similar upheaval, with changes that were even more revolutionary than those of the present. But in reading about the effects of such changes, modern printers are struck by the fact that the 19th century printer was a great deal less cynical concerning the future than is his modern counterpart. Perhaps this is an attitude from which we can still profit.

Your Slugcasting MACHINE PROBLEMS

By Leroy Brewington

Mr. Brewington will answer machine problem questions addressed to him in care of this magazine

Spacebands Twist

Q.—Occasionally, spacebands have a tendency to twist or bind as they transfer from the first elevator to the spaceband box. What should be done to remedy this situation?

A.—We believe that your difficulty is caused by a loose eccentric screw on the left end of the buffer rail. There is an eccentric screw on either end of the rail. When adjusted, these screws are secured by set screws going through the intermediate channel back plate.

The rail should be adjusted to put just enough drag on the spacebands to prevent them from swinging as they transfer. Too much drag will cause them to twist; not enough will allow them to swing, causing a similar jam.

Adjust these eccentric screws so the rail causes just a slight drag on the spacebands, then secure the setting with the set screws, and your difficulty will be overcome.

Important Linotype Adjustments

Distributor beam—Adjust the beam vertically to allow about 0.043 inch between the bottom of the matrix and the top of the channel entrance partitions.

Distributor box—Matrices should pass freely from the rails to the bar.

Trimming knives—The knives should be adjusted for parallelism and for slug size.

Pump stop—Allow $\frac{1}{32}$ of an inch between the stop lever and the stop. Adjust the distance by the screw in the pump stop operating lever. For self-quadder machines, this adjustment should be 1/64 of an inch.

Vise jaw—The jaw should bring the face of the type flush with each end of the slug.

Spaceband box center bar—Adjust the screws in center bar to release one spaceband at a time.

Assembler slide brake—The brake should release just before the line delivery starts.

Spacebands Clog in Box

Q.—Why is it that spacebands clog up when the box is not full, and the last band fails to deliver? How many bands should I carry in the box?

A.—You should have 30 spacebands in the box for best results. If the bands run low in the box, the bottom of the bands being transferred into the box will swing and climb on top of the lower rail. The remedy is to have more bands in the box. You should never get down to the last one. Furthermore, bands will last twice as long if you use twice as many.

How to Remodel Plunger

Q.—Can an old style plunger be drilled and made to perform like the new style that has a hole near the bottom and an adjustable nut?

A.—Yes. Drill part way through the lower two rings with a ⅜-inch drill and finish with a number 52 drill. Then tap and fit with new style plunger fittings.

PROMOTION FILE

By HARRY B. COFFIN

6 Idea Sketches

Four on this page, two at the top of the opposite page are ready, with captions, for you to reproduce and use

As usual, here are six Idea Sketches showing a variety of layouts for letters, broadsides, and mailing cards your prospects can adapt to their various promotional needs. Four are shown below, and two on the top of the right-hand page. Reproduce them by letterpress, offset, or other process directly from these pages.

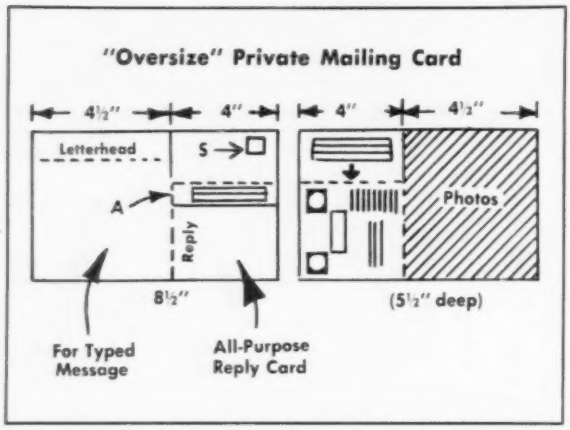
Hand them out when you or your sales representatives call on prospects, and mail them out at regular intervals. Add your own firm's sales story to these "blueprints for printing." Tell your prospect specific things about your creative, production, and delivery service to show him how well you are equipped to serve his needs.

Above all, stress how many ideas you have on tap to show him, ideas that are bound to be of value to him for each kind of sales and service situation. Let him realize that the more "good impressions" you can make for him on paper, the more he can make on prospects.

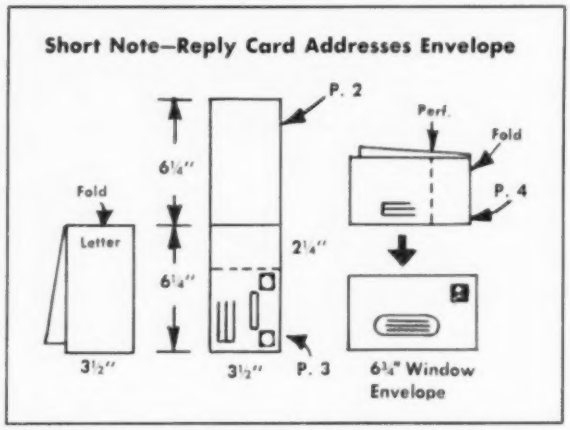
Read the captions of the six Idea Sketches below. Note that they are already addressed to printing buyers, so you can save the time and expense of typesetting as well as of sketching these ideas.

Feel free to reproduce these drawings from these pages, same size, or a

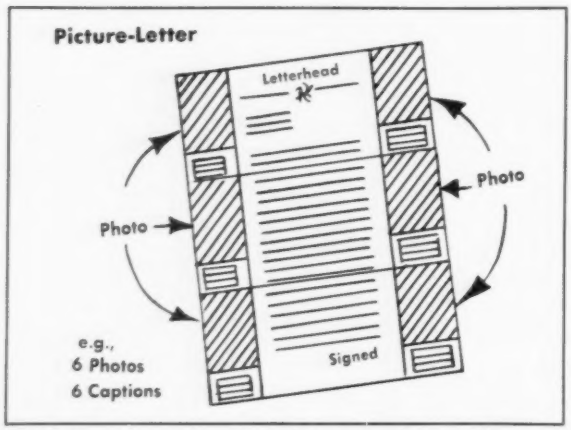
The four captions below are addressed to the printing buyer



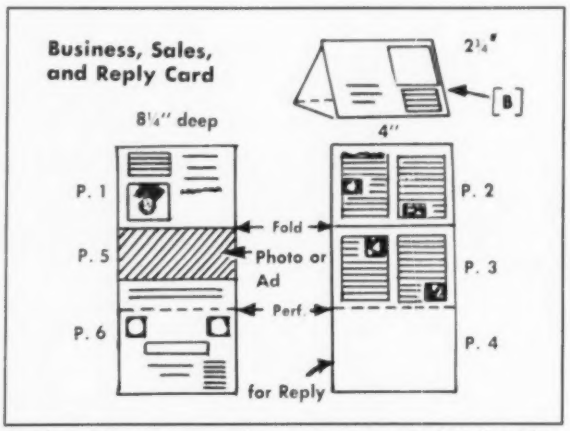
Most post cards are about 3½x5½ inches. But private mailing cards can be 2¾x4 to 3 13/16x5 13/16 for mailing at 3¢ rate, first-class. If larger, mail it for 4¢, the letter rate ("post card bulk" is not required). An 80# offset book stock serves well for 5½x8½ mailer above. Reply card takes "reply envelope" postage rate if not of post card bulk



This "note" form is a big time-saver for business letters where a short but prompt reply is wanted. The 3½x6¼-inch page one prompts you to be to-the-point. If you must have more space, there are 8½ inches more inside. Reply card is blank for recipient's answer (except for his name, address to address letter, identify reply)



This "picture letter" form is ideal for personally-typed letters, in which you write to a prospect as an individual, but still want to explain your product, process, or company policy, with the typed message brief to conserve dictating and typing time. Along each side we can run a series of photographs or drawings with captions



Build confidence in your sales representatives. Include brief biographical sketch ("B" in layout above) of, say, four to six lines outlining his career under his photograph on the front of this tent-shape business card. Make it intrigue prospect so he'll be sure to tell secretary to send salesman in. Room for sales story, reply form

2 two of many ways to submit Idea Sketches to your prospects and customers are shown at the bottom of this page

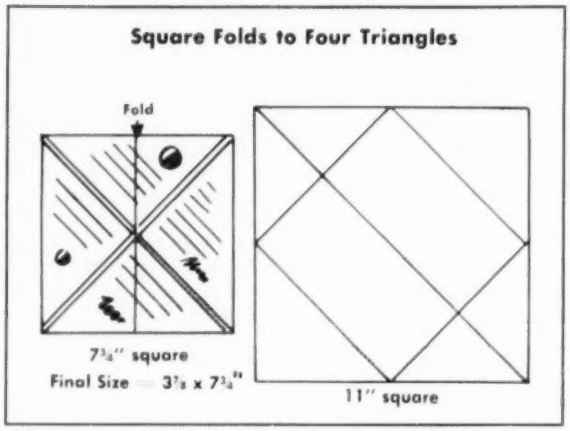
bit smaller or larger. Perhaps you'll want to print them on a *bright* yellow, green, or orange paper (bond, book, cover, or card stock) so your trade will sit up and take notice. Encourage them to collect these ideas for future reference. If not needed today, one of them may be exactly what will meet a sudden need next week or next month!

The layouts and drawings here are kept very simple so as not to limit the adaptability of each idea. The emphasis is on the general outline for a particular size, shape, style of fold, and reading sequence.

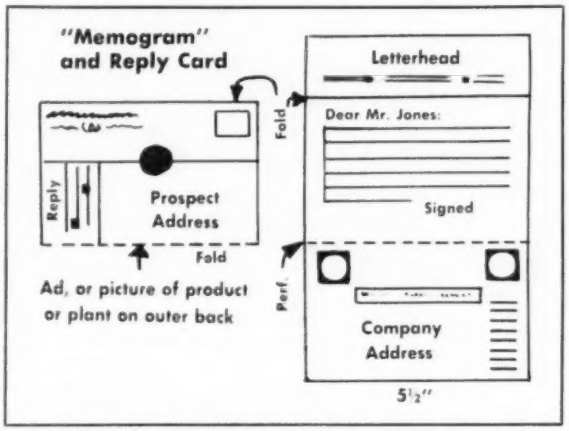
Your aim should be to encourage a change of pace, to avoid the boredom of promotion pieces continuing in the same mold. A good piece should jar the reader out of any rut he may be in. Many advertisers now need to make more use of novelty and surprise to really capture the attention of their prospects. Study the current mailings of the most successful magazines in their subscription promotions. There's constant change of size, style, layout, kind of illustrations, story style, paper color, and so on. But be sure you don't get too "gadgety." Tie-in any novelty very specifically with the sales point.

The two layout ideas at the bottom of this page are for *your own* use.

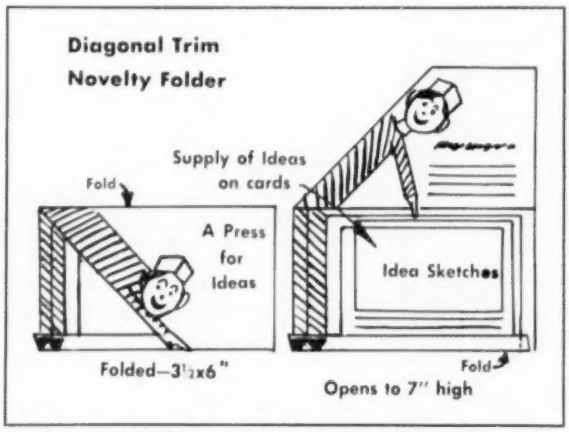
The top two captions below are addressed to the printing buyer, the bottom two to the printer



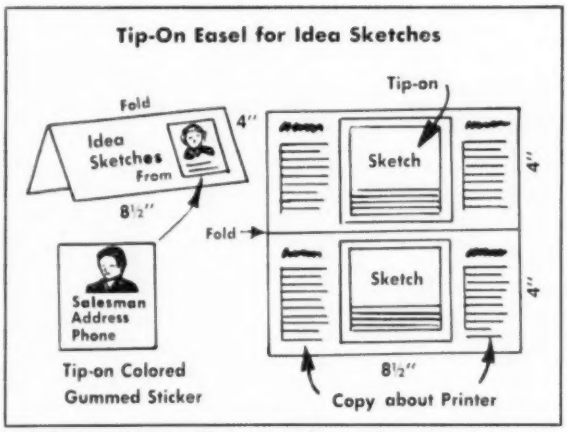
This promotional piece, 3⅞x7¾ inches is for mailing in a No. 10 envelope. It opens first to reveal four triangles, meeting in center, each of which can carry a unit of your sales story, not too much to read at one time. Opens again to an 11-square-inch center spread. Cuts from 22x34 book or bond paper. Format encourages reading



A printed "form letter" mailed at third-class postage rate, allows you to personalize it by typing in the name and address of your prospect and signing it by hand. This format promotes privacy. Seal still permits the needed postal inspection. Also, you may use it for a personal, typed message in which case you pay the 4c rate



Here's a simple folder you can use to submit Idea Sketches in person or by mail to your trade. Run four, six, or eight sketches at a time on a sheet of bond or book paper. Cut apart, gather, and insert in the narrow "lip" at the bottom. You can easily copy the "Jack-in-the-Box" printer to serve for "Scene 1" and "Scene 2"



Whether you are a small printer with one sales representative or a larger one with several, you'll find a gummed sticker useful in many ways. Each sticker has informal photo of representative, with his name plus address, phone number, and slogan of your plant. Here it is attached to cover of four-page folder. Tip-in two Idea Sketches

SALESMEN'S CLINIC

By John M. Trytten

Sales Calls: Quality Important

Years ago in Michigan I knew a salesman who regularly made from 10 to 12 calls a day. Frank was not calling "door-to-door," either, but was selling larger prospects, selected in advance, and located all over the metropolitan district.

Frank was energetic, needless to say, and in addition he was personable.

But nevertheless, he was in the lower echelon of his sales group in terms of sales volume. He always had been and always will be. Frank made a living, to be sure, but was not destined for the larger monetary rewards due the energetic, personable, and intelligent printing salesman.

His trouble was that he had been indoctrinated at an early stage in his career with the idea that the *more calls* you make, the more sales you make.

Everything else being equal, this proposition is true.

The point is, not everything else is equal. This is proved by the fact that highly successful printing salesmen generally make fewer calls per day than established but less successful men.

What distinguishes this latter group, Frank's group, from the more successful men is that the successful men do their homework. They do it regularly and carefully, even if it means making a few less calls.

What is this homework?

Every salesman's major homework consists of preparing himself for each individual call he plans to make—not only the next day, but for the next week or month.

Making a sales call without preparation is almost a total waste of time. It is usually ineffective and can often actually be harmful to your cause.

Any buyer soon learns to recognize the unprepared salesman. He is the man who replaces planning with a general line of patter such as "I just dropped in to see how everything was going."

What you mean by this is "I haven't the least idea of what to talk about, but hoped maybe you would have." Or, "I found myself near here toward the end of the day, and figured I could get one more call on my report sheet for the day."

Now this approach is an open insult to the buyer. It implies that his time is no more valuable than yours. Worse, it says to him: "You really weren't worth the effort of a full-scale sales presentation, so I just squeezed you in between a couple of more important calls."

Encouraging this state of affairs are innumerable sales managers who rate their salesmen, it would seem, strictly on the number of calls made per day or week. They keep the heat on to "make more calls" right up until the quarterly or annual sales reports are due—then all of a sudden they begin to talk about "how much have you sold?"

"Want a laugh? He wants printing in 1960 at 1938 prices!"

These are the same sales managers who hate to see salesmen at their desks, who stress the importance of wearing out shoe-leather rather than the seat of your pants.

In principle, they are correct. But too often they fail to evaluate *how* the "deskbound" salesman is *using* his time.

They bemoan the fact that salesmen today don't use their evening and weekend time to do their homework—saving workday time for calls. Again they are correct, except that certain homework can be done only during working hours.

For example, salesman Bob, a most successful friend of mine, makes a point of writing as many notes and letters to his customers and prospects as he can. To be sure, he uses evenings to decide on whom to write, and what to write. He selects samples, newspaper clippings, all kinds of items his customers like to receive. But he dictates these letters to his secretary during her working hours.

Bob's other sales strength is careful dissection of each job he quotes with the help of his production people. If there is a way to improve on the customer's specifications or give him more for his money, you can be almost certain that Bob will find it—with the help of his men. These men get paid for overtime, so you can be sure Bob works with them during regular hours.

Bob is only one of many salesmen I know who will not even phone a new prospect until he has found out as much as he can about the prospect's business. Thus, he can talk intelligently with the prospect *on the first call*.

These men often won't call, furthermore, until the prospect has received mailings from the company—often for as long as six months. They know they'll spend less time explaining who they are—and get a better hearing the first time round.

Nor is Bob the only salesman who almost insists on phoning for an appointment. He finds that doing so adds to his own prestige, shows respect for his customer's time, and in addition, enables him to plan specifically for calls he knows in advance he will be able to make.

But this telephoning, too, takes time during the working hours of his customers. Since he works on appointments, and keeps them punctually, he must almost always resist the temptation to "just drop in" on someone who happens to be handy when he has a spare half-hour.

In a nutshell, the successful salesman is more concerned with the busi-

(Turn to page 106)

THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential upon request.

Proofreaders Need Periodic Reviews

A PROOFREADER must be careful not to take the fundamentals of his craft for granted. I have often said that no proofreader should allow his work to become mechanical. On the other hand, it is not uncommon for a reader to devote so much energy to the search for obscure mistakes that he overlooks typographical errors that he would normally catch with ease.

The reader who allows himself to fall into this trap has forgotten that catching typos is the most important part of his job. He tends to treat this aspect of his work as mere routine, stops concentrating on letter-by-letter reading and, inevitably, lets mistakes go by.

Proofreaders are subject to lapses just as are human beings in any other field of endeavor. Every reader has to expect to miss errors occasionally. He (or she) can keep these lapses to a minimum if he periodically reviews his method of reading. This involves more than just the technique of seeing every letter.

Most readers are prone to overlook certain kinds of errors repeatedly. The proofreader who has the opportunity to examine his own mistakes can discover what his weaknesses are. Some may become apparent when he gives a second reading to a job he has previously handled.

If someone else does the second reading, the first reader should welcome the opportunity to examine the proofs so as to see what he missed. He may find that he has a tendency to miss errors that occur toward the ends of lines. Doublets that extend over two lines and repetition of syllables in divided words *(inesti-timable)* are especially easy to overlook.

Typesetters, we know, often have their own idiosyncrasies. One is likely to find that certain transpositions keep on recurring on proofs of material set by a particular individual. In the same way, there may be combinations of letters which, if they form misspelled words, are consistently overlooked by a proofreader. Substitution or doubling of small words can slip by easily, as can the lower-case repetition of a capital or initial vowel *(Eenough)*.

There are many simple words which are frequently misspelled in proof and overlooked by the reader even though he is perfectly aware of the proper spelling. Try glancing at the left column of the following word list to see how many of these words actually *look* wrong.

Wrong	Right
analagous	analogous
beneficient	beneficent
evry	every
grievious	grievous
gutteral	guttural
hinderance	hindrance
immediatley	immediately
kahki	khaki
langauge	language
libary	library
murmers	murmurs
naptha	naphtha
nothwithstanding	notwithstanding
Oddysey	Odyssey
occured	occurred
persevere	persevere
placque	plaque
reccommend	recommend
religous	religious
scarsity	scarcity
similiar	similar
strategem	stratagem
supeficial	superficial
tobbaco	tobacco
usualy	usually
villian	villain
withold	withhold
wordly	worldly

In each of the foregoing misspelled forms the error involves either a transposition or substitution which does not affect the basic image of the word, or the deletion or addition of a single unemphasized letter. The errors are particularly treacherous because of the familiarity of the words. A much larger list of words in this category may be found in Chapter III of Joseph Lasky's *Proofreading and Copy-Preparation*.

Another common type of error is the substitution of one word for another very much like it. Some examples are:

county	and	country
forth	and	fort
four	and	for
quiet	and	quite
thorough	and	through
your	and	you're

It takes a long time for the novice reader to learn just the routine of first to final reading. He then goes through a stage during which the procedure becomes so habitual that he no longer has to think about it. It is at this point that his approach to his job may determine whether he is to be a mediocre or a first-class workman. If he continually reminds himself that routine is never a substitute for thought and concentration, he is very likely to find himself in the latter category.

Whether or Not Problem

Q.—I have been told, and I remember reading somewhere, that the conjunction *whether* in itself supplies the idea of *whether or not*, and that *or not* is therefore usually redundant. Nevertheless, I have a sense of incompleteness in a sentence such as *Whether the train arrives on time is a matter of indifference to me*. What is your opinion?

A.—It is true that *whether* usually implies the concept of an alternative, which does not always have to be expressed. However, it is certainly not wrong to include *or not* (or *or no*). If the author completes the alternative, the editor or proofreader should not take out *or not*.

On the other hand, the author may prefer the elliptical construction, and his preference should be respected unless there is a question of ambiguity. In some uses, *whether* is little more than a substitute for *if*, as in *Write me whether it's true*. In this sense, *or not* is better omitted. Note the different meaning in a comparable sentence: *Write me, whether it's true or not*. Either meaning may be inferred from *Write me whether or not it's true*.

That Old Bugaboo 'Only' Again

Q.—What is the proper position for the word *only*?

A.—The word *only* should be placed just before the word or phrase it qualifies. For example: He marked only the obvious errors; not, He only marked . . .

However, Fowler says that where the meaning is not obscured, a change of position is justified by colloquial usage and is often demanded by rhetorical needs.—*First to Final*.

**Questions will be answered by mail if accompanied by a stamped envelope.
Answers will be kept confidential upon request.**

Web Offset Big and Smaller--What's Happening to It?

Here are experiences of Safran Printing Co. in Detroit after six years

Process has exceeded earlier expectations as to quality and production

Few skilled craftsmen because field is new; still problems to be solved

By Hy Safran*

WE AT SAFRAN'S have been vitally interested in web offset printing since 1939 when we saw the first web press in operation. In 1940 we installed our first two-unit web offset press; after six months of a costly and disappointing struggle, we gave up and sold the equipment. In 1953 we again bought a two-color press, and we are happy to report that this move proved to be very successful. We are now operating five web offset color presses after six years of constant growth.

In October, 1949, issue of *Fortune* magazine there appeared an excellent article entitled, "The Modern Art of Printing." In this issue a detailed description of letterpress, offset, and gravure is pictorially developed. Under offset, the heading reads prophetically, "Offset Is the Most Economical." The article points to one serious disadvantage: the short life of offset plates limited them to fairly short press runs.

Now after 10 years, new improvements in offset platemaking and in press equipment have eliminated this problem. Printing Developments, Inc., a division of Time, Inc., is selling a practically grainless copper-on-aluminum offset plate which we have been using successfully for four years. Lithengrave and Lithure plates can reliably run more than 1-million impressions with no appreciable signs of wear. These plates plus Aller, Noel, and others have helped to develop a tremendous expansion in web offset press building and production in the past five years.

I said "prophetically" because the issue of *Fortune* for last October contains 28 pages of web offset color printing. It might be interesting for some of you to look this issue over carefully and see if you can pick out which of the pages were run by web offset and which by letterpress. They won't be easy to detect.

Not too many years ago Webendorfer was the only serious producer of web offset equipment. Today ATF-Webendorfer has been joined by Harris-Cottrell, Goss, Hantscho, Hess & Barker, and Levey, as well as foreign press manufacturers. The reason that these press builders have shown an interest in web offset is simple and obvious; they are confident that these presses will *sell* in large quantities.

After studying the foreign press field for the past several years, we have come to the conclusion that the finest web offset presses available today are the ones manufactured by American firms. As a matter of fact, many of these American presses are being sold abroad.

The major manufacturers of web offset equipment report that there were perhaps 10 four-color web offset presses of all types in existence before 1946, and at present there are more than 100.

This then is the current status of web offset. A careful analysis of present web offset trends is needed so that we may intelligently forecast the status of web offset tomorrow.

AFTER SIX YEARS of experience, web offset has exceeded all of our own earlier expectations as to quality and production. Samples of printing that we have done (none of which are test runs —all of them are production runs) indicate the high level of quality that can be achieved today by this process.

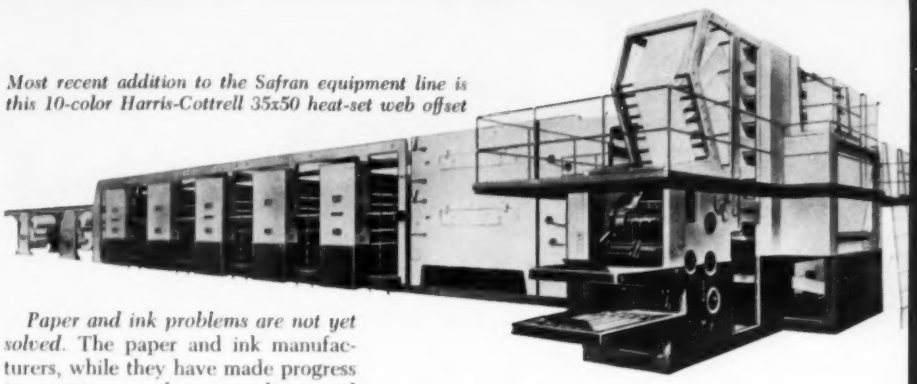
One of the most important recent developments in the field of web offset has been the ability to run low-priced, machine-coated stocks designed for consumer magazines printed by letterpress. This makes it possible today for web offset to produce fine color not only on uncoated stocks (which are very difficult for letterpress) but also on the wide range of letterpress coated papers that the American paper manufacturer has produced so efficiently.

One of the most encouraging facts that we have learned is that high speeds can surprisingly often enhance quality. We have operated four-color sheet-fed equipment in the past and have never done better printing at 4,000 per hour than we are doing right now at several times that rate. Furthermore, we are reaching for still higher speeds that approach and may even surpass the highest speeds attainable in gravure and letterpress.

THE MCCALL CORP., Dayton, Ohio, has installed a large web offset color press manufactured by Levey Co. of Philadelphia that is designed to run faster than 30,000 per hour, or 2,500 feet per minute. Our own newest press, a Harris-Cottrell 10-color, has been

Hyman Safran, with his brother David, operates the Safran Printing Co. in Detroit

*This article has been adapted from a talk Mr. Safran presented at a recent convention of the Canadian Graphic Arts Industries Association.



Most recent addition to the Safran equipment line is this 10-color Harris-Cottrell 35x50 heat-set web offset

running 32 pages of *Time* magazine size in five colors at 25,000 per hour.

In addition, techniques for converting letterpress plates to film, have been improved and perfected. We find that the loss in detail when transferring from engravings to lithographic film and offset plates is frequently less than the normal loss in detail that occurs when electrotypes are made from the same originals. Excellent conversions have been made by the Brightype and by the translucent process, and other methods are being researched now.

These new conversion processes have created for web offset a new field of publication work which could be produced only by the letterpress process heretofore. We have been printing the *Automotive News* weekly magazine since 1955, and on that one publication alone we have converted more than 10,000 letterpress advertisements into offset plates. These range from mediocre one-color stereotypes to fine four-color copper engravings—all with excellent results.

I feel confident that *Automotive News* would not now be interested in producing its weekly magazine by any other process. It will now accept letterpress plates, film negatives, art work, and has even accepted continuous-tone gravure positives; all have been successfully converted to web offset. This has meant an important *plus* in versatility and has enhanced the opportunity to sell more space.

THE PROBLEMS that will continue to face web offset in the future include:

There are very few skilled craftsmen available because the field is new. The men have to be trained with some help by the erectors, and this training takes time, patience, and money.

High speed equipment is still very scarce. The equipment manufacturers have had very little pressroom experience to guide them in designing presses for the future. The maximum speeds up to now have been under 800 feet per minute compared with much higher speeds in gravure and letterpress.

Paper and ink problems are not yet solved. The paper and ink manufacturers, while they have made progress in recent years, have not discovered the ideal ingredients for web offset printing. Even though the present quality levels are competitive with the finest of the other processes, future research in web offset chemistry promises to deliver superb printing quality at a level that is unavailable today at high speeds.

It is human to resist change and to fear the unknown. Printing buyers have resisted any change, and many have not even investigated this new method of production. They wait for "George" to do it first.

For many years, offset in general, and web offset in particular, had a reputation for being low in price and low in quality. This is no longer true. The reasons for poor web offset printing today are exactly the same as the reasons for poor letterpress printing; namely, poor craftsmanship.

Twenty years ago if *Life* magazine and the R. R. Donnelley Co. had not had the vision and the determination to print color at high speeds on heat-set letterpress equipment, we would probably all still assume that it is impossible to print good color work on machine-coated paper at high speeds. We must never stop trying to improve. Web offset presses, just as one-color sheet-fed presses, will produce poor work with poor craftsmen, and they will both produce excellent work with highly skilled and conscientious men.

As printers we succeed as we serve our customers well, and we fail as we serve them poorly. Our customers seek the best possible quality at the lowest possible price and within schedules that grow shorter as modern transportation in the jet age shrinks the size of the world.

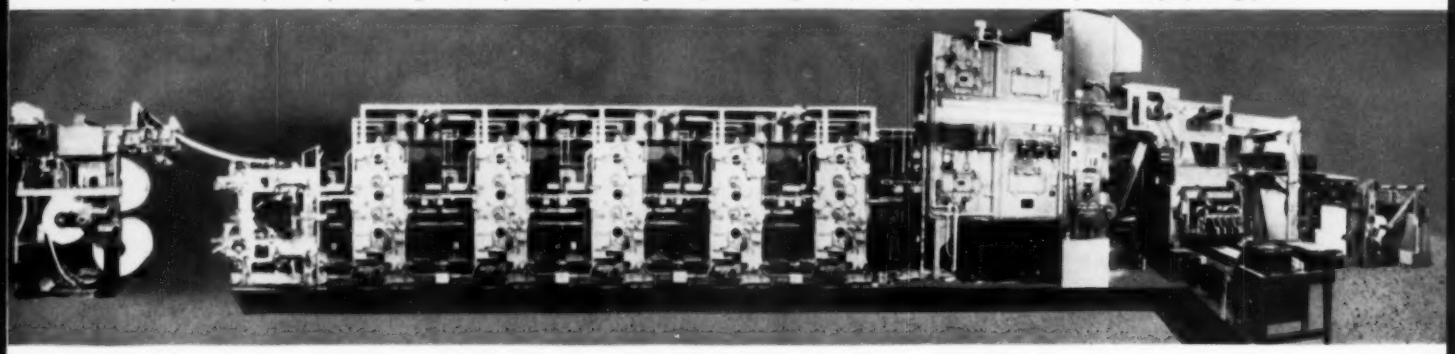
Like any web-fed press, rotary offset is not as versatile as a sheet-fed press and forces the printer to produce better within narrower limits. This specialization serves his customers better than if he becomes a Jack-of-all-trades and master of none. We at Safran's have concentrated our efforts on web offset *color* printing and have focused our attention in the direction of doing that particular job well. This policy is effective for us, and I feel confident that it will work as well for others.

We might as well face facts; progress is a necessity, not a luxury. Ultimately we compete for the buyer's attention with media other than printing. Color television is making serious inroads in the advertiser's budget. If we lose ground, it is our own fault.

The only way to stimulate progress is to encourage new methods. We sincerely believe that the web offset process is one of the most promising developments in the graphic arts field today. Publishers especially need more color, faster production, tighter schedules, and lower costs. Web offset today is able to offer these features to many of them, and it is still a growing boy. With the help of modern research it may well become a giant in the graphic arts industry of tomorrow.

We at Safran's are sold on the future of web offset printing. We have committed practically all of our resources to the development of this way of printing. It is my hope that through cooperative research we can speed up the progress in our field.

Safran now operates five web offset color presses after six years of constant growth; one of them is this ATF five-color perfecting press



WHAT'S NEW? IN EQUIPMENT AND SUPPLIES

Dampening System From Lithographic

A dampening system, which feeds water directly to the ink roller, is being distributed by Lithographic Dampener, Inc. Harold P. Dahlgren of Dallas, inventor and owner of the new dampening device, recently issued a license to the company to manufacture and install models throughout parts of the eastern and the southwestern United States.

With this system, water goes as a thin film from a rubber roller (not water absorbent) to a specially-plated, completely water-receptive metal roller and then to the rubber ink form roller, the firm reported. The dampening systems are now available for 25-inch, 29-inch, and 36-inch Miehle press models, and for Harris models 17x22 inches, LTV; 20x26 inches, LUS; 23x30 inches, LTW and LXB; 23x36 inches, LTN, and 25x38 inches, LUM.

According to the manufacturer, because the new system features no dampener roller-contact with the plate cylinder, there is less lint transfer; no lint hickies; no ink is built up by dampener rollers in solid areas; dampener rollers do not have to be changed when colors are changed, and presensitized plates can be run longer.

Both of the rubber rollers supplying water to the ink form are driven independently of the press by a ¼-hp, variable-speed motor, electrically controlled by a rheostat. The speed, after being set to meet the dampening requirements, is said to remain constant, whatever the speed of the press.

For information: Lithographic Dampener, Inc., 1404 S. Akard, Dallas, Tex.

Ozalid Reversal Paper

A negative-working, continuous-tone, diazo paper that makes positive prints from silver negatives, has been introduced by the Ozalid division of General Aniline and Film Corp. Called Reversal Paper (305SR), it is suitable for commercial lithographers, photoengravers, company reproduction departments, and others. The paper can be used to produce prints from a negative on any diazo whiteprint machine.

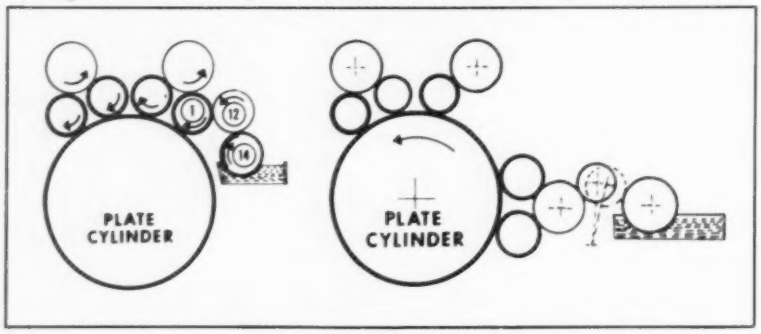
Reversal Paper can be used when a proof or a number of proofs of a negative are needed. It provides a quick negative proofing method for lithographers and photoengravers before making offset plates or photoengravings. It also allows them to show proofs of a job to customers without having to make a blueprint or Van Dyke, the company reported.

Reversal Paper is standard weight, high wet-strength material that produces a deep red image color. For simultaneous exposure-printing-development, the material is put in a whiteprint machine in contact with the negative used as the master. Developed prints should be rinsed for 20 seconds in warm running water. Excess water is then removed by blotting; prints may be air dried, dried in a print drier, or dried by placing them between two sheets of porous paper and passing around an Ozalid machine cylinder.

Available in 10 sheet sizes from 8x10½ inches to 24x36 inches, with 100 or 250 sheets to a package, Reversal Paper is also supplied by the linear yard in 24-, 30-, 36-, and 42-inch widths.

For information: Ozalid Division, General Aniline and Film Corp., 53 Corliss Lane, Johnson City, N.Y.

Lithographic Dampener, Inc.'s new dampening system is illustrated at the left. The diagrammatic drawing of the system shows how water travels from the nonabsorbent rubber roller (#14) to the specially-plated, completely water-receptive metal roller (#12) and then to the rubber ink form roller (#1), which carries it to the plate. On the right is a drawing showing the standard arrangement of fountain, ductor, and vibrator dampening rollers



The Vertical 14, by Lacey-Luci, may be used as a darkroom or a galley camera

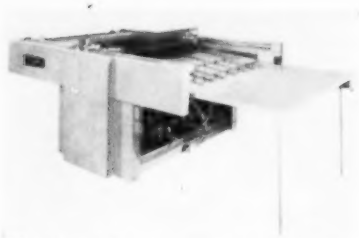
Lacey-Luci Develops Vertical 14 Camera for Graphic Arts Needs

A vertical camera, designed for use with the Ektalith and Gevaert copy processes as well as for normal commercial and graphic arts needs has been announced by Lacey-Luci Products. Like similar Lacey-Luci cameras, the new Vertical 14 may be adapted to use as either a darkroom or a galley camera.

The Vertical 14 is made of metal with top and panels of acid-resisting formica. The cabinet enclosure has double-front sliding doors. The automatic reset timer has an extremely accurate calibration system, the makers claim. The interior of the cabinet is designed to eliminate glare and lens flare. A lead screw mechanism provides fingertip control.

The copyboard has an 18x24-inch usable area. The view area is the same size. Enlargement and reduction capacity is 250%. A Wollensak process lens is standard equipment, the company reported.

For information: Lacey-Luci Products, 31 Central Ave., Newark 2, N.J.



The New Galaxy 44 press has a maximum press speed of 1,500 impressions per hour

Screen Process Press By General Research

A new semiautomatic screen process cylinder press has been introduced by General Research, Inc.

Maximum press speed is 1,500 impressions per hour, and an automatic mechanical register feature will permit feeding at full press speed, so that the new Galaxy 44 press is reported to feed as easily at 1,500 as other semiautomatics do at 500.

The new press handles sheets from 13x20 up to 30x45 inches (32x45 on most stock), prints any stock from 16# bond to 100-pt. board as well as corrugated board, and uses any ink, resist, adhesive, or functional coating formulated for screen process printing, including fluorescents, metallics, vinyls, lacquers, assembly and remoistening glues, heat-seal or pressure-sensitive adhesives, as well as other functional deposits.

The Galaxy 44 achieves its high production speed, according to the manufacturer, by means of the "straight through" printing principle, whereby one sheet is fed, while a second is printed and a third is automatically delivered from the back of the press. Hairline register and sharp, nonsmearing impressions are assured through a patented vacuum cylinder principle with positive-register cylinder grippers. The press is equipped with a micrometer adjustable stencil carrier for easy registering.

For information: General Research, Inc., 572 S. Division Ave., Grand Rapids 3, Mich.

G-139 Vertical Color Camera Introduced by Durst (USA)

Durst (USA) Inc. has introduced its new Durst G-139, vertical color camera. Developed for controlled transparency color-separation work, the G-139 can also be used in offset printing and photoengraving.

According to the manufacturer, the camera is a complete, self-contained color-separation unit. It incorporates registry bars and pins in the carrier and vacuum panel, permitting any separation method, including silver masking. A film punch is an integral part of the vacuum board, making it possible to operate in total darkness.

The reflex light system minimizes any heat problems to condensers, transparencies, or filters. The light filters are in a drawer located before the optical system so that light and not the project image is filtered. Construction features of the G-139 include a three-lens turret; a compatible and integrated pin registry board, which also lowers mechanically for greater enlargements; heavy double column and base; counterbalanced head for fingertip focusing, and large knobs and operating handles. The camera covers enlargement and reduction of negatives and positives from 35-mm up to 5x7 inches in size.

For information: Durst (USA) Inc., Graphic Arts Division, 1140 Broadway, New York City.

Mel Mark, manager of Durst's graphic arts division, operates the G-139 vertical process camera, specially developed for controlled transparency color-separation work. The Synctrol unit (left) controls light

Amsterdam Distributes EFHA Engraved Halftone Screens

EFHA original engraved halftone screens for photoengraving and photolithography are being distributed in the United States by Amsterdam Continental Types & Graphic Equipment, Inc. Developed by EFHA-Raster-Werk of West Germany, the screens are said to be accepted as standard equipment for most European process cameras.

Rectangular models are available in sizes from 5x7 inches to 32x40 inches; the glass engraved circular screens in diameters from 13½ inches to 52 inches, covering areas from 8x10 inches to 32x40 inches.

Patented electrolytic bronze frames are bonded to the screens for positive airtight glueing. The frame acts to prevent curling or other outer edge damage while protecting the screen body from wear and tear during handling. Circular screens are also fitted with an aluminum frame rotary holder, manufactured so that the line-level is in constant balance with the aluminum edge guiding the screen, Amsterdam said.

For information: Amsterdam Continental Types & Graphic Equipment, Inc., 276 Park Ave. S, New York 10.

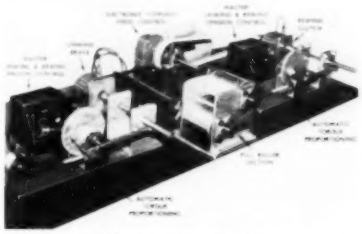
Winding Machine From Web Controls

A narrow-width process and/or winding machine for any web or filament such as plastic, paper, metal, and film has been developed by the Web Controls Corp. Designed by the company for either laboratory or production setups, the machine is adaptable to any existing process such as curing, drying, printing, laminating, coating, sheeting, film-casting, etc.

Known as Model MARCO-1, the new machine consists of three units: a constant-tension unwind, a speed-controlled pull roller section, and a controlled-tension winder. The unwind brake comes either coupled, geared, or chained. The unwind unit may also be edge-controlled, equipped with a web-centering assembly, or controlled programmed oscillation assembly. An automatic edge-guiding setup may be interposed between pull roller section and the winder so as to edge align a web, which, for example, has been processed in an oven or treater.

The winder section is equipped with an automatic torque proportioning device, which makes it possible to produce tapered tensions of almost any characteristic such as linear, parabolic, hyperbolic, or any function of the diameter buildup, according to the firm.

For information: The Web Controls Corp., 318 Briarcliffe Rd., West Englewood, N.J.



Web Controls has developed a narrow-width process and/or winding machine

Small-Size Davac Label Paper

For the small printer and others who are using small-size presses, the Nashua Corp. is now packing its Davac AP label papers in 45# and 55# English Finish and 60# coated-one-side litho in 8½x11-inch size in small cartons of 2,000 sheets each.

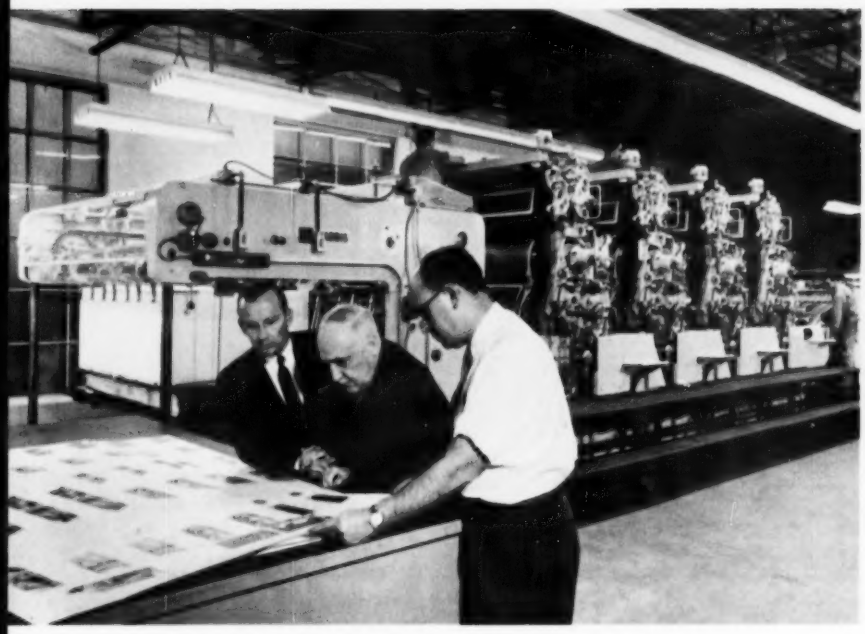
For information: The Nashua Corp., Nashua, N.H.

650,000 AUTOMOTIVE MAGAZINES was the initial production run for this new Harris-Cottrell ten-color, 35 x 50" web offset press at Safran Printing Company, Detroit. At right, folded, 24-page books are being delivered. Note control console at left. The press is capable of running five colors on each side of the web simultaneously, at 1200 feet per minute.

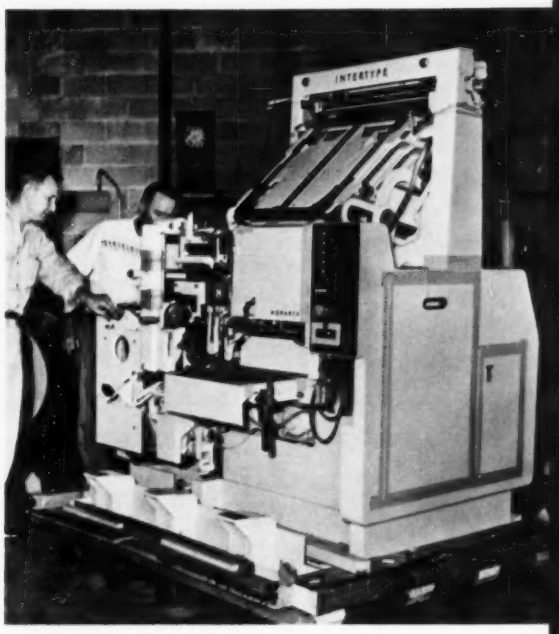
WHAT'S GOING ON AT

TEST EQUIPMENT FOR AIR FORCE world-wide network radar installations and other microwave systems is being calibrated by this technician at the USAF Calibration Laboratories in Dayton, Ohio. He is surrounded by standard "catalog" equipment made by PRD Electronics, Inc., a subsidiary of Harris-Intertype.

LISTENERS ARE PLEASED with the hi-fi signal quality received from Gates Radio's FM-1B 1000 watt transmitter at WFLM-FM, Fort Lauderdale, Florida. Photo shows the modern one-room studio operation using Gates 16" turntables mounted in a Gates CB-4 "Horseshoe" Desk. A Gates Studioette Speech Input Console is in the center. The station is owned by Findlay Publishing Co., Findlay, Ohio.



BIGGEST LITHOGRAPHIC PRESS in Canada is this Harris 54½ x 77" four-color, installed at Ashton-Potter, Ltd., Toronto. Here are H. W. Ashton (Vice President), C. E. Ashton (President), and E. Shrank (Pressroom Superintendent) inspecting one of the first press sheets.



DELIVERED ON SKIDS to the *News-Herald*, Panama City, Florida, is a new Intertype "Monarch" typesetter. It's the world's first 14-line-a-minute keyboardless slug-casting machine, operated exclusively from punched tape. Typesetting is 25% faster than by standard tape-operated machines.

HARRIS•INTERTYPE

ALMOST TWICE AS FAST as conventional "flatbeds", the new Harris "Wrap-Around" letterpress prints at speeds up to 8,000 iph. Printers and lithographers are invited to study the new printing and plate-making techniques involved, at Harris-Seybold's "Wrap-Around" Technical Center in Cleveland, Ohio.

HARRIS
INTERTYPE
CORPORATION

HARRIS-INTERTYPE CORPORATION

GENERAL OFFICE: 55 PUBLIC SQUARE, CLEVELAND 13, OHIO

Harris Presses • Intertype Typesetting Machines • Cottrell Presses
Seybold Cutters • Macey Collators • Lithoplate Chemicals and Sensitized Plates • Gates Broadcasting Equipment • PRD Microwave Instruments

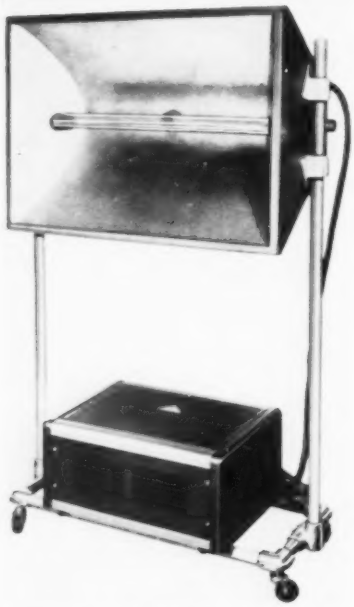
Ascorlux Assembly From Speedlight

A new Ascorlux assembly which will function as a complete, self-contained printing lamp for use with vertical vacuum frames has been developed by the American Speedlight Corp.

The power supply is mounted at the base of the lamp stand, making the light, power supply, and caster-based stand a complete roll-around printing lamp.

Improved light units, specifically designed for backlighting transparencies and negatives, have been added to the company's line of Ascorlux Xenon arc equipment.

For information: American Speedlight Corp., 63-01 Metropolitan Ave., Middle Village 79, N.Y.



American Speedlight's Ascorlux assembly functions as complete self-contained printing lamp with vertical vacuum frames

New Carolina Coated Cover Paper

The Riegel Paper Corp. has added a new coated cover to its Carolina line of budget printing papers. The base of the paper is 100% solid bleached sulphate, coated on one side, and with a bristol finish on the back, the company reported. The new Carolina grade can be used for either letterpress or offset printing.

For information: Riegel Paper Corp., 260 Madison Ave., New York 16.

RB&P Etch for Aluminum Plates

A new plate etch for any type of aluminum offset plates, called Skum-Off, has been introduced by RB&P Chemical & Supply, Inc. Used for cleaning nonimage areas, the liquid removes scum and stains, and ink dot scum possibility is sharply reduced, according to RBP. Skum-Off contains no phosphoric acid, will not strip press rollers, and contains no bichromates or other skin irritants, the manufacturers claim.

For information: RB&P Chemical & Supply Co., Inc., 1640 N. 31st St., Milwaukee 8, Wis.

Dewey & Almy Develops Printing Plate Compound

A heat-resistant, flexible printing plate compound, which the manufacturer claims produces printing quality approaching that of electrotypes and has greater durability than previous rubber or plastic types, is in final stages of development by the Dewey and Almy Chemical division of the W. R. Grace & Co.

Properties of the material, a new synthetic polymer, reportedly overcome the problems of heat-softening, brittleness, distortion, and inflexibility encountered in existing plastic plate materials:

(1) The compound is extremely heat resistant, enabling it to be stripped hot from molds without distortion and to be routed, beveled, and shaved with conventional finishing equipment.

(2) The compound incorporates a "locked-in" plasticizer which prevents the plate from growing brittle with age.

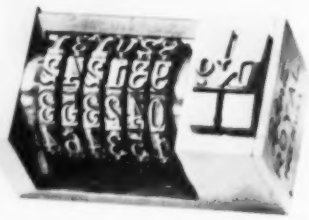
Trademarked "Daxene," the new compound can be made in various degrees of hardness. Plates are flexible enough to be used equally well on rotary and flat-bed presses.

For information: Dewey and Almy Chemical Division, W. R. Grace & Co., Cambridge 40, Mass.

Simplified Type-High Numbering Machine for Flat-Bed Presses

A simplified type-high numbering machine for flat-bed presses has been introduced by the Roberts Numbering Machine Division. Shaft set screws and plunger driving screws have been eliminated. Finger pressure on the plunger side plate will release the side plate, plunger, plunger springs, and lever. A light tap on the wheel shaft disassembles the machine so that skip wheels or replacement parts may be inserted.

Simplified type-high numbering machine for flat-bed presses has been developed by the Roberts Numbering Machine Division



The Roberts Royal model power transfer from plunger to indexing of wheels reduces plunger spring tension. The Royal Tru-Lok model features a safety attachment that prevents the overthrow of wheels during high-speed press operation. The new models are available in 5 to 8 wheels with choice of Roman or Gothic figure styles.

For information: Roberts Numbering Machine Division, Heller Roberts Instruments Corp., 700 Jamaica Ave., Brooklyn 8.

Allegro

LARGO LIGHT

LARGO BOL

Allegro, display type designed by Hans Bohn, and Largo are available from Amsterdam Continental on American body

Two New Type Faces

Largo, a new expanded capital-letter type face with small serif accents, is now available for the first time on American point body, according to Amsterdam Continental Types & Graphic Equipment Inc.

Designed and manufactured by the Ludwig & Mayer Type Foundry in Frankfort, W. Germany, Largo is available from 4- to 30-point in regular, semibold, and bold.

The new face, through the flow of its thick and thin strokes, conveys the nobility of classic copperplate engraving as well as a sense of vigor and modernity, according to Amsterdam. Its classic style makes it useful for printing applications from social invitations to corporate and industrial advertising. Its small serifs and absence of extra-fine hairlines make for durability and clarity in all sizes and in all reproduction processes.

Allegro, a decorative display type designed by Hans Bohn, has also been announced by Amsterdam. The new face is designed and manufactured on the American point body by Ludwig & Mayer. It is available from 12- to 72-point.

Allegro's potentialities extend from advertising and promotion through packaging to book jackets and bindings, Amsterdam reported.

For information: Amsterdam Continental Types & Graphic Equipment Inc., 276 Park Ave. S., New York 10.

Improved Typesetter From Foto-Graphic

An improved Foto-Riter typesetter has been placed on the market by Foto-Graphic Products Co. The new Model 325 is a photocomposing machine that sets type from 14- to 72-point in more than 50 styles.

New features include a signal light which flashes red when the unexposed film supply is exhausted; one-second exposure time as compared to three

The Model 325 Foto-Riter typesetter is a photocomposing machine that sets type from 14- to 72-point in more than 50 styles

seconds on an earlier model; easier removal of exposed copy, and an improved spacing dial.

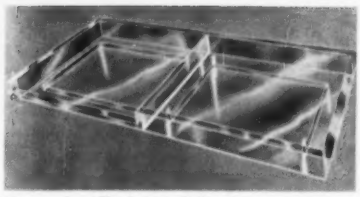
The Foto-Riter weighs 10½ pounds and can be operated on either 110v or 220v current. Individual film slide units are used for each letter. The dial-operated, letter-spacing mechanism is based on the printer's point system. One complete revolution of the dial gives a movement of 72 points. To compose a line of type, the film slide unit is inserted and exposed over 35-mm photo paper (or contact film). The paper is then spaced by a gear-driven mechanism to permit laying down the next letter. Foto-Riter alphabets come in loose-leaf pocketed pages which slip into a three-ring binder. Most alphabets have caps, lower case, numerals, and punctuation. Small cuts, cartoons, monograms, and screened effects may also be reproduced.

For information: The Foto-Graphic Products Co., 2701 14th Ave., S., Minneapolis, Minn.

Rogersol Blanket Hardener

A new product, designed to eliminate tack from the surface of blankets, has been added to the Rogersol line of lithographic chemicals. Rogersol JK-162 Blanket Hardener is designed to reduce curling and picking encountered when coated stock is being run. When applied locally to a screen area next to a solid area, it will eliminate any dot slur or spread, according to the manufacturer. It will prevent excessive trapping and will help to control static whenever it is applied to the entire blanket.

For information: Harry H. Rogers Co., Inc., 5331 S. Cicero, Chicago 32.



Texstar's all-plastic lithoplate processing tank has sprinkler mountings and a drain

Plastic Litho Tank

Development of an all-plastic litho plate processing tank promises an end to deterioration, corrosion, and odor build-up in processing litho plates, according to the manufacturer, Texstar Plastics. The new tank, manufactured of clear acrylic plastic, has sprinkler mountings and a drain.

The development of the plastic tank was brought about when Foist Motheral of the F. L. Motheral Co. the Fort Worth lithographers, came to Texstar seeking new corrosive-resistant materials which could replace odor-retaining wood or stainless steel.

Texstar litho processing tanks are available for standard-size litho plates or can be custom fabricated to solve space problems.

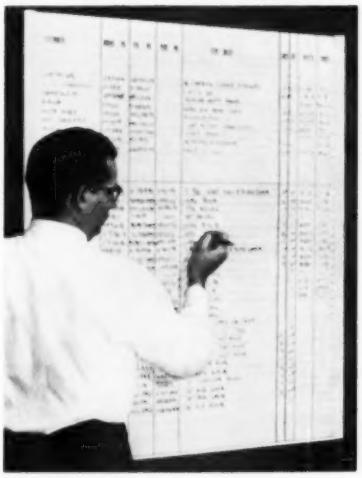
For information: Texstar Plastics, P. O. Box 1440, Fort Worth, Tex.

Visual Control Board Introduced by Memo Flex

Memo Flex, a new visual control or schedule board, has been introduced by the Memo Flex Division. The unit comes complete with all elements allowing the user to make his own layout, using pressure sensitive tape and letters to create column rule lines and column title headings.

Fifty flexible plastic strips, ¾ inch wide and 31 inches long, are held in the board at the edges, slide up and down, and snap in and out. Entries or

Memo Flex control and schedule board



notations are made directly on the plastic strips with a grease pencil and may be erased with a cloth or tissue.

For information: Memo Flex Division, 519 Bannock St., Dayton 4, Ohio.

Ozalid Diazo Film

A diazo-sensitized continuous-tone film has been introduced by the Ozalid Division of the General Aniline and Film Corp. Designed specifically to compete with photographic films in copying continuous-tone negatives and positive originals, the product is mainly useful in photographic applications as opposed to the conventional equipment and office uses, the company claims.

The exposure and processing of Continuous-Tone Film (111CTF) is identical to the normal diazo process of making whiteprint office copies. The film is placed with the emulsion facing the photographic negative (or transparent positive) emulsion and is fed into a diazo process machine. Both the original and the continuous-tone duplicate are automatically exposed, developed, and delivered out of the machine simultaneously, Ozalid reported. Continuous-Tone Film can be used by lithographers, professional or commercial photographers, photographic departments of large companies, etc.

For information: Ozalid Division, General Aniline and Film Corp., 58 Corliss Lane, Johnson City, N.Y.

Model A Camera Modified By M. P. Goodkin Co.

The M. P. Goodkin Co. has recently modified its Model A camera. An adjustable, spring-loaded guide post has been introduced to permit vibrationless travel of both copyboard and lensboard throughout the entire reduction-enlargement range. The weight-bearing spring steel tapes have been replaced by flexible Mylar tapes that provide quieter movement and eliminate the possibility of tape breakage.

The camera has a 24x24-inch focal plate and a 27x32-inch copyboard.

For information: The M. P. Goodkin Co., 112 Arlington St., Newark 2, N.J.

Allied Thinpaque Paper

A new grade of thin paper, known as "Thinpaque" has been introduced by Allied Paper Corp. According to Allied, Thinpaque superiority consists of increased opacity, excellent runability, no problem with finger moisture when turning pages, more pressure for binding without pages sticking together, and a bulk of 1,600 pages per inch from 25x38-19#. Thinpaque papers can be sized for either letterpress or offset reproduction.

For information: Allied Paper Corp., 168 N. Michigan Ave., Chicago 1.

Canadian Expects to Revolutionize Book Printing

One unit, invented by William Stroud, turns a web into completed books

Rubber printing plates are mounted in sequence on an endless chain

A pressman and two assistants can produce 1,200 completed books an hour

William Stroud of Stroud, Bridgeman Press invented new way to produce books

A REVOLUTIONARY PRINTING method, developed by a Canadian printer, cuts time and labor costs on books, calendar pads, diaries and other printed material to be bound in sequence.

Especially adaptable to paperbacks, it can turn them out at the rate of 20 per minute with one pressman and two helpers.

William Stroud of Stroud, Bridgeman Press, Ltd., McKellar, Ont., Canada, expects to revolutionize the book printing industry. He has developed a unique method of producing books, calendar memo pads, appointment books, diaries, etc., that have a multiplicity of pages in sequence to be printed and collated. He has patents or patents pending in 13 countries, including the United States.

The essence of the machine's principle is use of rubber printing plates for a complete book mounted in correct sequence on an endless chain. The unit is web-fed and, as far as the patent search reveals, is the only known press to perfect the web by work-and-turn. Result: Two books are produced at one time from one set of plates.

A prototype has been in operation for the past year on commercial printing work while various features have been improved. Right now, it is going full-time, printing a major order of 320-sheet calendar pads

The printing and bindery operations have been telescoped into one machine and some of the conventional steps have been eliminated.

This has been achieved, not by putting several conventional machines in line, but by introducing a new principle developed by Mr. Stroud, plus various other technical innovations. It means large economy of capital, labor and overhead costs, says the inventor.

A roll of paper is put in at one end of machine, and the completely printed, perforated and collated book comes off the delivery belt at the other end. The required crew consists of one pressman and two girls.

The machine is said to be ideal for printing paperback books. Sewn signature type of binding could be achieved, but requires a special attachment at the delivery end.

The machine will run at 600 feet per minute, producing 20 average-size pocket editions per minute. In the final development stage is a covering attachment which will put on paper covers without adding to labor costs. With the attachment, the machine will turn out 1,200 complete books an hour, using only the one pressman and two girls. According to Mr. Stroud, labor-cost savings anticipated have been demonstrated on the items produced and sold to date.

Mr. Stroud thought up the idea for the machine about four years ago, but had neither the time nor the financing necessary to build and develop it. He talked it over with his sister, Mrs. W. Bridgeman, who offered to put up the initial capital if his brother Ed, now vice-president of Chromo Lithographing Co., Ltd. in Toronto, thought the machine would work.

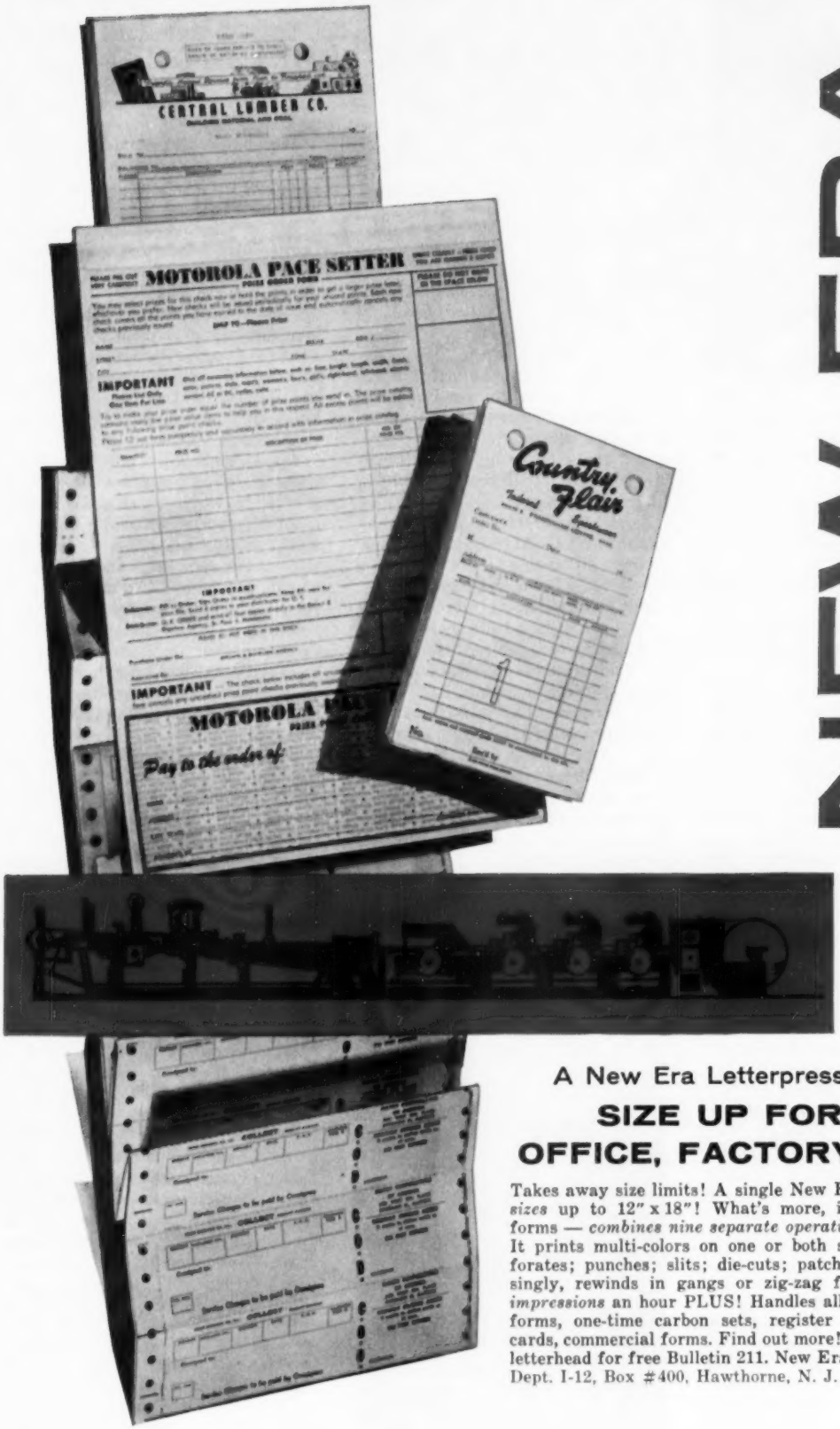
Ed, a one-time toolmaker before becoming a printer, pronounced the machine practical, so the three pooled their resources and William Stroud started work.

His health failing, William sold out his share of Chromo Lithographing to his brother Ed and a group of employees. He then moved to the little village of McKellar.

He built a mock-up of the machine in his basement to prove the principle but suffered innumerable disappointments, frustrations, and setbacks before it was finished and proved sound. Then he had to form a company to raise the money to build the prototype. His immediate objective was to complete finishing touches on the machine and start marketing it.

As a young man, Mr. Stroud was seriously and permanently handicapped physically. Despite this, he made printing a full-time career and managed to set up his own printing business. Today Mr. Stroud is quietly confident that his new machine is going to make a great impact on the printing industry.

Plates on the Stroud press are mounted on an endless chain in proper page sequence. Web is perfected by work and turn process



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Takes away size limits! A single New Era Press handles *all sizes* up to 12" x 18"! What's more, it delivers completed forms — *combines nine separate operations in a single pass!* It prints multi-colors on one or both sides; numbers; perforates; punches; slits; die-cuts; patches; eyelets; cuts off singly, rewinds in gangs or zig-zag folds. Produces *7,500 impressions* an hour PLUS! Handles all types — continuous forms, one-time carbon sets, register forms, checks, time cards, commercial forms. Find out more! Write today on your letterhead for free Bulletin 211. New Era Manufacturing Co., Dept. I-12, Box #400, Hawthorne, N. J.

MONTH'S NEWS

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

Equipment-Supply Group Being Planned

First move to establish a national trade organization of the graphic arts equipment and supply dealers was made at the recent Printing Industry of America convention in Washington, D.C. The new organization will be sponsored by PIA.

Letters outlining the aims and purposes of the organization are being sent to 800 graphic arts supply dealers in the United States and Canada. Membership will be on the basis of three categories.

Firms which devote a major part of their activities to resale of printing machinery and supplies.

Companies which devote a major part of their activities to both resale and manufacture of printing equipment and supplies.

Manufacturers who distribute their products only through recognized dealers, and do not maintain their own sales forces for direct-to-user contacts.

Plans are for the headquarters of the new organization to be in the PIA building in Washington. Further information may be obtained from Bernard J. Taymans, General Manager, Printing Industry of America, Inc., 5728 Connecticut Ave., N.W., Washington, D.C.

Champion Board Chairman Retires

Reuben B. Robertson has retired as chairman of Champion Paper & Fibre Co., Hamilton, O., and his son, Dr. Logan T. Robertson, has been elected to the board. Dr. Robertson, of Asheville, N.C., is a physician and consultant on medical problems to industry, civic groups, and government. Reuben Robertson will continue as a director emeritus and as honorary chairman of the board.

Hillison & Etten Expands

Hillison & Etten Co., Chicago printers, have completed an expansion program costing approximately $500,000. The expansion included the installation of new equipment and the addition of 75,000 square feet to the company's plant.

Education Council Plans Awards Dinner for Jan. 17 in Chicago

Printers, printing trade groups, and printing teachers will be hosts to the annual awards banquet of the Education Council of the Graphic Arts Industry on Tuesday, Jan. 17, at the Furniture Club as the major event of Printing Week in Chicago.

Over 600 people are expected to participate in this national event at which the Education Council honors individuals and organizations for outstanding service and contributions to the progress of graphic arts education.

Sparking Chicago's Printing Week program as hosts to the Education Council is the Graphic Arts Promotional Council of Greater Chicago, comprised of the following groups: Printing Industry of Illinois Association, Chicago Lithographers Association, Calumet Ben Franklin Club, Printing Supplymen's Guild of Chicago, Chicago Club of Printing House Craftsmen, North Side Printers Guild, Chicago Litho Club, Chicago Allied Printing Trades Council, and Amalgamated Lithographers of America, Local No. 4.

President of the Chicago council is Joseph J. McConnaughey, Jr., Chicago district manager of the Harris-Seybold Co.; chairman of the banquet arrangements committee is Dean Marsters of Wallace Press; secretary-treasurer is James X. Ryan, general manager of Printing Industry of Illinois. Mr. McConnaughey is also serving as chairman for the Chicago council's award program.

George S. Dively, Harris-Intertype president, will be honored at Education Council's annual awards banquet on Jan. 17

The Outstanding Service Award of the Education Council of the Graphic Arts Industry will be presented during the banquet to George S. Dively, president and chairman of the board of Harris-Intertype Corp., Cleveland. He will be honored for his vision and leadership in translating into action many projects which deal with the educational progress of the printing and publishing industry. Mr. Dively is a vice-president of the Education Council of the Graphic Arts Industry and a member of the board of trustees of its National Scholarship Trust Fund.

Also to be honored during the banquet on Jan. 17 will be three local printing trade groups, receiving recognition for their achievements in developing effective graphic arts education programs in their communities. These awards were established in memory of James J. Rudisill, first president of the Education Council and a past president of Printing Industry of America.

Selected national printing trade association members who have made substantial contributions to the educational program of their organizations will be honored by the Education Council's Elmer G. Voigt awards. Mr. Voigt, second president of the Education Council and former chairman of the board of Western Printing and Lithographing Co., Racine, Wis., established this award in recognition of the efforts of the national printing trade associations which are members of and participants in the program of the Education Council. The award is a bronze plaque.

The Chicago Printing Week program banquet will be preceded by a cocktail hour and followed by dancing. Dress will be optional. Attendance is by invitation only. Further information may be obtained from Joseph J. McConnaughey, Jr., Graphic Arts Promotional Council of Greater Chicago, Printing Week Program, 640 W. Washington St., Chicago 6, or from Education Council of the Graphic Arts Industry, Inc., 5728 Connecticut Ave., N.W., Washington 15, D.C.

Farrington Opens Western Branch

Farrington Business Machines Corp., New Bedford, Mass., has opened a branch office in Los Angeles with Kenneth A. Burk, formerly with R. R. Donnelley & Sons Co., as West Coast manager. Farrington manufactures forms preparation and bindery equipment.

Push Graphic Arts Information Service

Warren L. Rhodes, head of the Graphic Arts Research Department at Rochester Institute of Technology, has taken steps to advance the project for setting up a centralized graphic arts information service.

This project was launched at an October conference at Rochester. Trade magazines publicized the event in advance, but some persons learned about it only by coincidence, according to Mr. Rhodes. Now he has issued an appeal for all conferees to help further the project, and asked that the trade press spread the word throughout the industry. His message reads in part as follows:

"Let's dig in and get this job done. The task is large. It is also important. Work we do now may seem somewhat important, but it will be of tremendous importance in future years.

"So far I have received letters from twelve persons volunteering to serve on committees. One organization has agreed to contribute $300.

"We need to tabulate all information sources and determine which organizations abstract or list them. We need to find out how comprehensive coverage is, where there are gaps, where and how much duplication exists. We need to explore ways for using existing services so that duplication will be reduced or eliminated. We also need to know sources for financing services, and the individuals who want these services.

"Since we should study ways to improve the amount and quality of available information, we must know what the sources are and how to get the information published.

"Volunteer your services and money. Encourage others to participate whether they attended the conference or not. If you wish, send your suggestions to me, and I will contact the company or individual."

His RIT address is 65 Plymouth Ave. S., Rochester 8, N.Y.

Advertising Typographers Assn. Admits Six California Firms

Six California typographic firms, five from Los Angeles and one from San Francisco, have been granted membership in the Advertising Typographers Association of America, Inc. The Los Angeles members have formed a subgroup with Andrew Andresen of Bisch Type, Inc. as secretary.

The firms admitted to ATA are Ad Compositors, Inc.; Adtype Service Co., Inc.; Advertisers Composition Co.; Bisch Type, Inc., and Nicholas-Preston Co., all of Los Angeles, and Griffin Brothers, Inc. of San Francisco.

Representing award-winning firms in Ninth Annual Printers and Lithographers Self-Advertising Exhibition of the Printing Industry of America, Inc. are: (front, l. to r.) Harry T. Gardner of William G. Johnston Co., Pittsburgh; William Hirsch of Drake Press, Philadelphia; Robert C. Tucker, Sr., Interstate Printing Co., Houston; Charles L. Conlan, PIA director who accepted for Hogan-Kaus Lithograph Co., San Francisco; (rear, l. to r.) R. S. Reinert, Warner P. Simpson Co., Columbus, O. (two first-place awards); Herbert L. Borden, Hub Offset Co., Boston; F. W. Hofferth of A. H. Pugh Printing Co. and Lithocolor, Cincinnati; F. A. Sheriff, Sheriffs/Advertising-Lithographing, Claremont, Calif.

Winners Get Bennies and Cash In PIA Self-Advertising Contest

Nine Benjamin Franklin statuettes and three $1,000 cash awards were presented to the top prize winners in the 1960 Printing Industry of America Printers and Lithographers' Self-Advertising competition. Awards were made at PIA's 74th Annual Convention in Washington, D.C., late in October.

The presentations were made by Walter F. McArdle, outgoing president of PIA, and W. G. Young, president of Miller Printing Machinery Co. of Pittsburgh, cosponsors of the competition. Mr. McArdle is president of the McArdle Printing Co., Washington, D.C.

The awards were made to those in the printing industry who developed the most effective advertising campaigns for their own services. The contest consisted of two sections: long range campaigns and individual specimens of advertising.

First prize "Bennies" for individual specimen entries were awarded to three firms.

Taking top honors for firms with 1-19 employees was Interstate Printing Co. of Houston, Tex.

For firms with from 20-99 employees, the winner was A. H. Pugh Printing Co. and Lithocolor, Inc. of Cincinnati, O.

The winning firm with 100 or more employees was Warner P. Simpson Co., Columbus, O.

In addition, special honorable mention certificates were awarded to two firms whose entries were judged to be close seconds: Charles L. Conlan Printers & Lithographers, San Francisco (1 to 19 employee classification), and McCormick-Armstrong Co., Inc. of Wichita, Kan. (over 100 employees).

First prize winners for their self-advertising campaigns were presented with $1,000 in cash and a Benjamin Franklin statuette. Firms receiving these awards were Sheriffs/Advertising-Lithographing of Claremont, Calif. (1 to 19 employees), Hub Offset Co., Boston (20 to 99 employees) and Warner P. Simpson Co., Columbus, O. (100 and over employees).

Presented with second prize "Bennies" were Hogan-Kaus Lithograph Co. of San Francisco, Drake Press of Philadelphia, and William G. Johnston Co., Pittsburgh.

On display during the PIA convention was the complete Self-Advertising Exhibit comprised of the top award winners, honorable mention winners, and other individual specimens and campaigns judged to be among the "Best Fifty" submitted in the advertising competition.

The PIA Self-Advertising Exhibit will be available to local and national trade associations for display. A complete list of winners whose entries are in this exhibit is available through the Printing Industry of America, Inc., 5728 Connecticut Ave., N.W., Washington 15, D.C.

NEXT MONTH in Printer and Lithographer

What's Ahead for 1961 will be in the minds of many printers and lithographers as 1960 draws to a close. Watch for our annual special features on forecasting for next year. They'll help you in your planning.

What's happening to the Soaring Sixties? Are they still soaring or have they taken a nosedive? What does the future of the graphic arts look like now? Here's what a national leader thinks.

The subject of depreciation is demanding the attention of financial executives, accountants, and managers more than ever today. Here's the up-to-date situation on the subject and what needs to be done.

Your offset pressmen should definitely be reading the series by Charles W. Latham on how to handle deep-etch aluminum plates; in the January article he discusses etching, gumming, and applying asphaltum.

Your salesmen will want to continue the series on "The Printing Sale I'll Never Forget" by John Trytten; they involve basic principles of selling.

What advantages do zinc offset plates have over other kinds? What disadvantages? Here's story of work now going on.

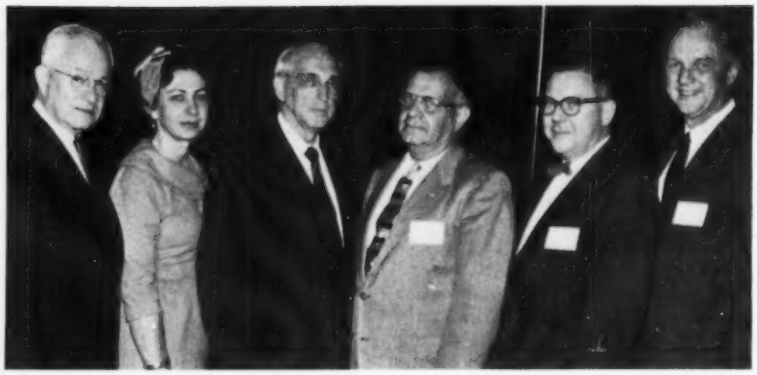
Here's a three-point plan for successful sales calls. Ovid Riso describes the major step before the salesman meets the client.

What's happening with magnetic ink printing these days? Here's the up-to-date information on bank printing.

M. D. Binford continues his series on estimating for small printers and lithographers. They're easy to understand.

What was typography like 100 years ago during the Civil War? Alex Lawson concludes his discussion on the subject.

Many regular departments are loaded with fine features of interest to you.



Officers of the National Printing Equipment Association are (L to r.) Harry L. Gage, secretary; Rhoda Steiner, assistant secretary; Edward O. Vandercook, retiring president; Lee Augustine, president; William G. Young, vice-president, and James W. Coultrap, treasurer

Lee Augustine Heads National Printing Equipment Association

The National Printing Equipment Association, Inc. reviewed current conditions in the graphic arts field and elected directors and officers at its meeting in Washington, Oct. 25-26.

The association, representing most of the makers of printing machinery and process equipment in America, was organized originally to serve as a code authority under NRA in 1933. In subsequent years it has continued actively as a clearing agency on trade relationships and matters, both domestic and foreign, affecting this field. It has been a leading supporter of the technical and vocational education program for the graphic arts.

This is the cover of a brochure that announced the 11th Lithographic Awards Competition and Exhibit sponsored by the Lithographers and Printers National Association. The cover was designed by W. F. Bomar of Jackson Heights, N.Y.

Directors elected for a three-year term include James W. Coultrap, president of the Miehle Co., Chicago; George S. Dively, chairman and president of Harris-Intertype Corp., Cleveland; William W. Fisher, president of American Type Founders Co., Inc., Elizabeth, N.J.; John O. King, vice-president of Ludlow Typograph Co., Chicago; J. Wesley Lee, president of the Challenge Machinery Co., Grand Haven, Mich., and Harry G. Willnus, president of Intertype Division of Harris-Intertype Corp., Brooklyn (to serve through 1961).

Officers for the ensuing year are:

President, Lee Augustine, president of the Printing Machinery Co., Cincinnati; vice-president, William G. Young, president of the Miller Printing Machinery Co. of Pittsburgh; treasurer, James W. Coultrap, president of the Miehle Co. of Chicago; secretary, Harry L. Gage, and assistant secretary, Mrs. Rhoda Steiner.

New York School of Printing Launches Cold Type Course

A training course for production personnel for cold typesetting plants has been launched by the New York School of Printing in cooperation with the Cold Type Composition Group of the New York Employing Printers Association. Miss Annette Sullivan, owner of the Varitypography Co. and Sullivan Press, is instructor for the evening course running through 36 weeks.

Classrooms and salary for a licensed instructor were provided by the Board of Education of New York City with assistance from Ferdie J. Tagle, principal of the New York School of Printing. Facilities include 25 Vari-Typer machines with fonts.

versatile strong brilliant

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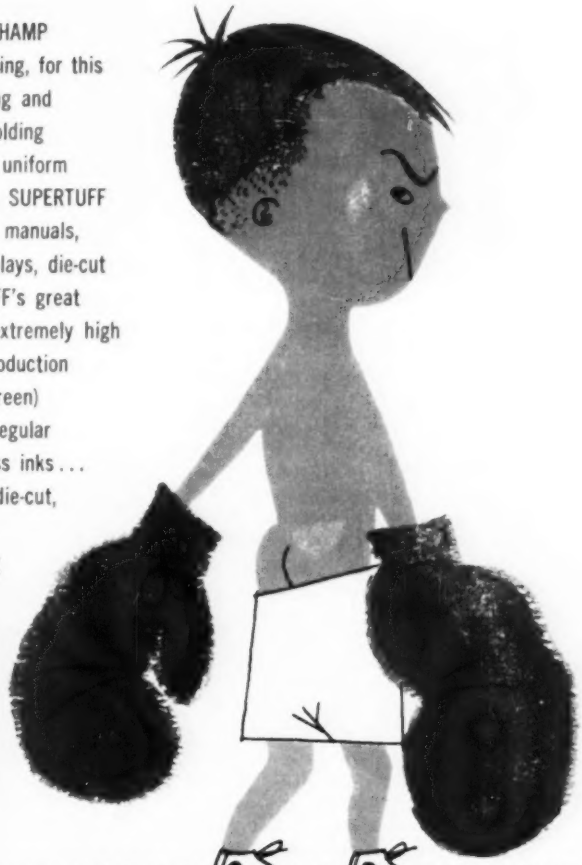

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SUPERTUFF weighs-in at three classes:
10 Pt. (Lightweight) 15 Pt. (Middleweight) 19 Pt. (Heavyweight)
Stocked in white only. 20 x 26 23 x 35 26 x 40

Association Heads Discuss Recruiting

Dual concern over anticipated manpower shortage in the 1970's for the printing industry and over the apparent apathy of printing plant management to the necessity of recruiting young manpower today was manifested by 75 trade association executives at the two-day annual convention of the Graphic Arts Association Executives at the Hotel Shoreham in Washington, D.C., Oct. 21-22.

The trade association executives were informed that there would be a drastic shortage of manpower in the 35-44 age group 10 years from now; it would involve experienced salesmen, supervisors, and skilled workers. They were told to impress upon their members the importance of anticipating this void immediately.

The trade association executives elected William H. Gary, managing director, Printing Industry of the Twin Cities, Inc. (Minneapolis and St. Paul), to the presidency. He succeeds Burdette Yeo, executive secretary, Printing Industry Association of Kansas City.

New vice-president is George E. Strebel, executive vice-president of the Printing Industries Association of Western New York, Inc. Doris T. Hall, assistant secretary-treasurer of Printing Industry of Washington, D.C., was elected secretary-treasurer.

New directors are Cecil M. Burden, Dallas Graphic Arts Association; Ralph W. Kumler, Waste Paper Utilization Council, New York City; James X. Ryan, Printing Industry of Illinois, Inc., Chicago, and Noel Rippey, Printing Industry of Philadelphia, Inc.

Highlight of the program was a debate on the subject, "Should Trade Associations Have a Political Program?" Donald E. Sommer, secretary, Master Printers Section, Printing Industry of America, Inc., and Edward J. McArdle, vice-president, McArdle Printing Co., Washington, upheld the affirmative. R. A. (Dick) Stout, executive director, Printing Industry of Atlanta, Inc., and Herbert G. Pillen, manager, Mercury Press, Inc., of Washington, D. C., argued the negative side.

St. Louis was selected as the site of the spring meeting and Pittsburgh was chosen as the 1961 convention city.

33 Shops Process Dycril Plates

Thirty-three trade shops in eleven eastern and Midwestern states are processing Dycril photopolymer plates, and 24 printers are finishing them for their own use. Du Pont plans to open more territories as raw plate production increases. Plates come from a pilot plant at Parlin, N.J.

William H. Gary (at lectern) is the new president of the Graphic Arts Association Executives. Board members are (rear, r. to l.) Ralph W. Kumler, James X. Ryan, Cecil H. Burden, Noel H. Rippey, (front, l. to r.) George E. Strebel, the vice-president of the association; Doris T. Hall, secretary-treasurer, and Burdette Yeo, GAAE past president

Contributors to *Printing Progress* Honored by Wisconsin Craftsmen

The Milwaukee and Racine Club of Printing House Craftsmen honored 27 contributors to *Printing Progress—A Mid-Century Report* at a testimonial dinner in Milwaukee on Oct. 19. Clifford L. Helbert, manager of the Marquette University Press and editor of the book, was guest of honor.

Printing Progress, published by the International Association of Printing House Craftsmen, commemorates the 50th anniversary of the organization. It traces the advances in printing and allied industries since the beginning of the century.

Clifford L. Helbert (l.), editor of Printing Progress, *examines a certificate he received at a dinner given in his honor in Milwaukee. With him are Amadeo R. Tommasini (c.) of University of California Press, dinner speaker, and Paul Lohr, president of the Milwaukee-Racine Craftsmen's Club, which sponsored the event*

Certificates of recognition were presented to Milwaukee area firms and individuals who contributed to editing, design, and production of the book. Mr. Helbert, a past president of the Milwaukee-Racine club, was given a silver tea service in recognition of his service as editor. In addition, a $500 donation was presented to Marquette University for its College of Journalism building fund.

Paul Lohr, president of the Milwaukee-Racine Club, in making the presentation, cited Mr. Helbert and the university for their contributions to graphic arts education. Fr. Edward J. Drummond, S.J., Marquette academic vice-president, accepted the check for the university.

Amadeo R. Tommasini of the University of California Press, a past president of the International Association of Printing House Craftsmen, was the main speaker. Mr. Tommasini praised Mr. Helbert for his continuing devotion over the two and one-half year period of the book's production.

Mr. Tommasini explained that authors and designers were selected from all parts of the country, that their work was produced in many different plants, and that finished sections had to be assembled from all these locations for binding and shipping. He congratulated the contributors for their outstanding work, and complimented Mr. Helbert particularly for his management of the task of securing the cooperation of the many persons involved.

ITCA Convention Delegates Told Typographic Industry Is Healthy

Typographic industry production and sales since 1929 have kept good pace with trends in other branches of the graphic arts. Rapid expansion as shown by the 1958 Census of Manufactures stemmed from the industry's attention to new processes and markets and from lithographic progress (evidenced by the fact that reproduction proofs have become the industry's largest single product). This was the gist of a talk by Cyril Wildes of U.S. Census Bureau at International Typographic Composition Association's 41st annual convention which was held Oct. 19-22 in Dallas.

ITCA's 1959-60 composite profit and loss statement, showing a 19% increase in the rate of profits before taxes, was reviewed by Theodore Lawrence. Speaking as a certified public accountant, he called this a healthy rise from the 1958-59 dip, but warned that it should be viewed only as an average.

Maxwell Clampitt of the Clampitt Paper Co., Dallas, reminded registrants that raising profits is management's basic objective. Each management should realize that it is solely responsible for company success, mediocrity, or failure. He stressed the need for learning the value of employee recognition, of two-way communications, written company policies, periodic reviews of wages and salaries, proper delegation of authority, sound pricing policies, and greater attention to manpower recruitment and training.

Walter F. McArdle (c.), president of McArdle Printing Co., recently received first distinguished service award ever given by Printing Industry of Washington, D.C. Mr. McArdle is a past president of the association and of Printing Industry of America. At left is James W. Shields of Judd & Detweiler, past president of PIW, and Joseph Cangalosi, current president

Clarence E. Harlowe of Harlowe Typography, Inc., Washington, was reelected president. Technology in the composing room was the subject he discussed in terms of technical and production problems solved or being solved, and the areas to which future attention should be given. He reviewed technological changes that will have significant effects on the typographic industry.

Clarence Harlowe
President

Henry J. Wolf
1st Vice-President

Arthur R. Tichenor
Treasurer

Maxwell Baumwell
2nd Vice-President

Plans for producing a linecasting machine attachment for preventing hairline mats were announced by Sol M. Cantor of the Composing Room, New York City. After studying this problem for more than 20 years, he has invented a Sav-A-Mat device designed for preventing mat sidewall breakdown during the assembling process. It is scheduled for production by Star Parts, Inc., Hackensack, N.J.

Dr. Ike Harrison, dean of the School of Business, Texas Christian University, presented an address on "Human Relations and Your Employees." He rated understanding employees and getting them to work together for a common purpose as one of management's more important responsibilities.

"You and Your Business in the Sixties" was the subject of the keynote address by Dr. Willis M. Tate, president of Southern Methodist University.

There were seminar discussions of production, technology, costing, and employee relations. Recommendations were made for the guidance of managements and for use by ITCA in expanding its services.

Officers reëlected to serve with President Harlowe are Henry J. Wolf of Service Typographers, Inc., Chicago, first vice-president; Maxwell J. Baumwell of M. J. Baumwell Typography, New York City, second vice-president, and Arthur R. Tichenor of Elizabeth, N.J., treasurer.

Frederick J. Planck, Sr. of Planck's Typographic Service, Inc. of New Haven, Conn., and Walter Huzarevich of Fort Worth Linotyping Co., Fort Worth, Texas, were elected regional vice-presidents. McKinley M. Luther continues as executive secretary.

Intertype Executive, A. T. Mann, Retires

Alden T. Mann, Jr., senior vice-president of the Intertype Co., division of Harris-Intertype Corp., has retired after 35 years of service in the printing and publishing equipment fields, but is continuing his association with Intertype in an advisory capacity, according to Harry G. Willnus, president. Mr. Mann, known as "Cap" to hundreds of publishers and printers, is credited with contributing substantially to the development of new typesetting machines and production accessories. He has been a familiar figure at major printing conferences, including American Newspaper Publishers Association meetings, and has traveled extensively each year to study industry trends and visit commercial printing and newspaper printing firms.

Alden T. Mann, Jr.

Boston is the city where Mr. Mann was born 65 years ago. He is a direct descendant of Horace Mann, eminent educator. For his distinguished service as a captain during the first World War, he was decorated by the American and French governments. He was vice-president for domestic sales and a director of Intertype Corp. prior to the firm's merger with Harris-Seybold Co. in 1957 forming Harris-Intertype Corp.

Sorg Buys Royal Imprints, Inc.

The Sorg Paper Co., Middletown, O., has purchased Royal Imprints, Inc., Lewisburg, Pa. and formed a new company known as Royal Imprints Co. This acquisition provides Sorg with a line of decorative paper products such as imprinted, personalized, and embossed napkins, towels, and coasters.

R. Vandenbossche
President

Robert Norton
Vice-President

R. H. Blundred
Exec. Secretary

R. E. Gillespie
Treasurer

SPPA Meets in Chicago Nov. 10; Exhibit Draws More Than 3,000

More than 3,000 persons attended the equipment exhibit sponsored by the Screen Process Printing Association in conjunction with its annual convention Nov. 10-13 in Chicago. A special feature of the exhibit was an international display of screen process work, with awards for excellence going to firms in six nations.

Special meetings for members only included a managers' and supervisors' workshop, and forum sessions on point-of-purchase displays, decals, and general processing problems.

Two major technical sessions dealt with drying problems and their solutions, and photographic equipment and techniques. An audience of 350 persons heard three speakers and a panel of three representatives of the inkmaking industry discuss progress in the drying field. The session was chaired by E. M. Hensley, Jr., Excello Color Corp., Chicago. Speakers were:

John Key of Printing Aids Corp., Franklin Park, Ill.—"Controlled Drying Application for Wicket Conveyors."

James Black, General Research & Supply Co., Grand Rapids, Mich.—"Conveyorized Drying Utilizing Controlled Temperature and Humidity."

Robert N. Wallis (l.), vice-president and treasurer of Dennison Manufacturing Co., Framingham, Mass., receives a bronze Oscar-of-Industry for the best annual report in the paper products industry. Making the award is Richard J. Anderson, publisher of Financial World, *which surveyed approximately 5,000 annual reports*

Melvin Green of Advance Process Supply Co., Chicago—"Jet Dryers."

Ink panelists were Seymour Rieger of Naz-Dar Co., Dominick Raco of Sinclair & Valentine Co., and Richard Hopermann of Interchemical Corp., Printing Ink Division.

The photographic technical session, held on Saturday, Nov. 12, was divided into two groups, one to discuss equipment and the other, techniques. A total of 450 persons attended the sessions, according to SPPA. Each session was held twice to give everyone a chance to attend both. The photographic equipment meeting was chaired by Robert Maley of Harold Pitman Co., Chicago. Speakers and topics were:

Chesley F. Carlson of Chesley F. Carlson Co., Minneapolis—"Step and Repeat Equipment."

Stanley Pentecost of R. W. Borrowdale Co., Chicago—"Types of Cameras and Lenses."

S. G. Hall, Eastman Kodak Co., Rochester, N.Y.—"Film, Negative and Positive Making, Halftone Black and White, and Color."

The photographic techniques session was chaired by Joseph E. Podgor of Joseph E. Podgor Co., Philadelphia. Speakers and their subjects were:

Frank Wilbar, McGraw Colorgraph Co., Burbank, Calif.—"Pigmented Gelatin Method of Screenmaking."

Joseph Ulano, Ulano Products Co., Brooklyn, N.Y.—"Presensitized Materials for Screenmaking."

Joseph Slater of Kressilk Products, Inc., New York City—"Stencil Meshes."

At the annual membership luncheon Nov. 12 the Howard Parmele Award was presented to Robert O. Fossett, editor of *Screen Process* magazine, for his contributions to screen process printing. New SPPA officers are:

President—Robert Vandenbossche of Holland & Neil, Ltd., Toronto, Ont., former SPPA vice-president; vice-president—Robert H. Norton, president of Robert H. Norton Co., New Haven, Conn., former SPPA treasurer; treasurer—Robert E. Gillespie, president of Gillespie Decals, Inc., Portland, Ore.; executive-secretary—Robert H. Blundred, who continues in this position.

New Rebel Ambassador

A highlight of the Printing Industry of America convention in Washington, D.C., in October for members of the Southern Graphic Arts Association and their friends was the annual Rebel Ambassador Party. Fifty-three attended the banquet at which time Col. H. R. Kibler, administrative vice-president of the W. F. Hall Printing Co., Chicago, received his plaque and appointment as "Rebel Ambassador." Harold W. Braun, president of the Southern Graphic Arts Association, presided. John H. Doesburg, a charter member of the Rebel Ambassador group, administered the oath of office to Colonel Kibler.

H. R. Kibler

Those who have received the appointment as "Rebel Ambassador" are: John H. Doesburg, Lyman W. Jones, J. Richard Jackman, Robert H. Caffee, Harold Hutchison, Raymond Blattenberger, Clyde K. Murphy, Reuel D. Harmon, Rex. G. Howard, Walter McArdle, Max B. E. Clarkson, Harry A. Porter, and Arthur Kinsley. Colonel Kibler succeeds the late R. H. Caffee.

Mead Starts Packaging Division

The Mead Corp., Cincinnati, producer of paper and paperboard products, has begun a new products division. Its purpose, Mead said, is to develop new cost-cutting packaging systems.

Allyn C. Beardsell, director of the new products division of the Mead Corp., holds an experimental model of a hexagonal container produced by the new division

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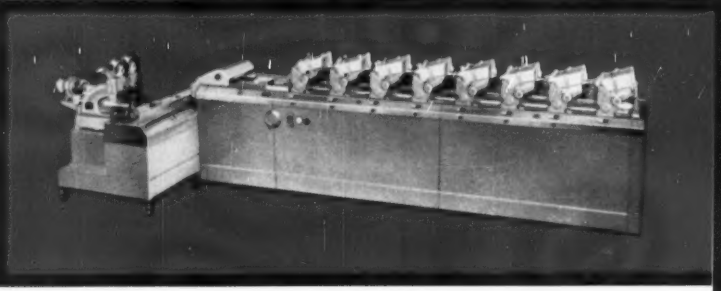

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• DESIGNERS • MANUFACTURERS • AND DISTRIBUTORS OF GRAPHIC ARTS EQUIPMENT

IAES Reviews Industry at Mexico City Convention

A Mexico City convention attracted 136 members of the International Association of Electrotypers and Stereotypers Oct. 24-27. The meeting provided a combination of tourism and business the association said made a "perfect" convention.

Members reviewed the general status of the industry as revealed by the 1958 Census of Manufactures and the IAES Ratio Analysis. On this subject President Robert H. Kennedy of Detroit Electrotype Co. warned that sales volume decreased 5% from 1954 to 1958.

He pointed out that wrap-around plate success would be "felt strongly" in the printing plate industry by the end of next year, and said that the industry must accept the challenge to provide the finest plate on the market for the wrap-around press. He also stressed the need for faster, less costly original engravings as well as plastic-backed electrotypes and rubber and plastic plates.

In sessions of the three-day meeting, members discussed increased costs and the need to economize, increased competition from other industries, the need for higher quality and better service, and advances in various types of duplicate plates, such as Bista, Color Line, Plastalum, and plastic stereotypes.

Delegates also considered the necessity for plant and equipment modernization and looked into the industry's future with such important new products as wrap-around, Dycril, and powderless etch plates. The right of management to manage was stressed, and according to Mr. Kennedy, advances were seen in this field. Reduction of waste caused by make-work methods, makeovers, and other factors were also considered.

New officers besides Mr. Kennedy are Charles H. McNellen of Bomac Electrotype Co., Toronto, Ont., first vice-president; Walter T. Flower of Flower Steel Electrotype Co., New York City, second vice-president, and Charles H. Rodd, Rodd Electrotype Co. of Boston, third vice-president. Floyd C. Larson continues as executive secretary.

At the annual awards luncheon Oct. 26 winners were named in the Third Annual Electrotypers & Stereotypers Self-Advertising Exhibitions and Awards Contest. Winners for plants that have 26 or more employees were as follows:

First place—Service Electrotype Co., Pittsburgh ($250 cash award).

Second place—Quality Engraving & Electrotype Co., Cincinnati.

Winners for plants with 25 or fewer employees were:

First place—Standard Electrotype Co., Pittsburgh ($250 cash award).

Second place—City Electrotype Co., Detroit.

Honorable mention—Electrotype Service, Inc., Indianapolis.

Winners for the individual specimen awards were:

First place—Rapid, Grip & Batten, Ltd., Toronto, Ont.

Honorable Mention—Dahl & Curry, St. Paul, Minn.; Johnson Mat & Electrotype, San Francisco; Plastotype, Ltd., London, England.

The exhibition will be displayed at the IAES annual Spring Technical Conference at the Hilton Hotel in Pittsburgh, April 17-19.

Bauer Alphabets, Inc. Moves

Bauer Alphabets, Inc., New York City, has moved to new quarters at 305 E. 45th St. and increased floor space from 2,900 to 4,300 square feet, according to Mrs. V. Harand, secretary.

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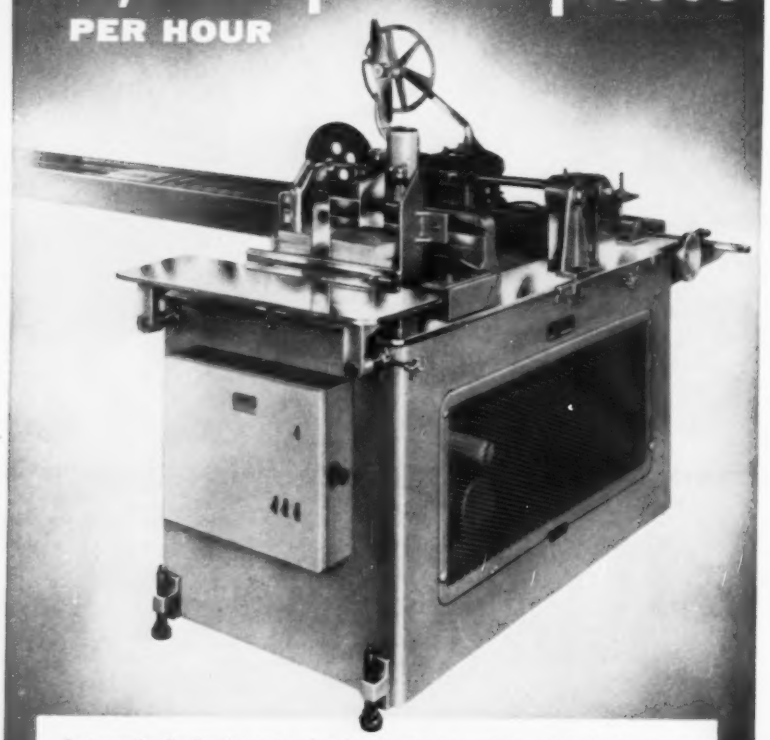

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Bank Stationers Report Sales Up

Nationwide bank check sales for this year's first half rose 12.5% above the level for the same 1959 period, but increased costs for magnetic ink encoding caused profits to drop 2%. This gap between volume and earnings was reported at an Oct. 20-21 meeting of the Bank Stationers Section of Lithographers and Printers National Association. More than 130 members and suppliers attended sessions in New York City.

E. A. Robinson

Prior to this meeting, section officers warned that magnetic ink encoding would make it necessary for member companies to raise prices for bank check printing jobs. The downward profit trend was rated as disappointing in view of programs carried on by member firms for perfecting magnetic ink encoding facilities and production.

C. G. Page, marketing expert for the International Business Machines Corp., paid tribute to the bank stationers for the progress they had made in changing over to check automation.

"Tests of more than 10-million encoded checks prove that the nation's bank stationers can do the exacting job demanded in this electronic age," he said. "By 1964 as many as 91% of 1,000 leading banks will be using checks printed with magnetic ink, and 96 will start encoding other forms and documents. Smaller banks will soon join in precoding checks magnetically through central data processing centers." He did not think that IBM's new photoelectric optical reading method would be a threat to magnetic ink encoding.

In reviewing the American Bankers Association's latest check standardization booklet, George W. McSweeney, president of DeLuxe Check Printers, Inc., noted that the program had advanced largely beyond the research stage. The next study area, he believed, is in paper specifications, particularly how finishes can be improved for facilitating paper movement through magnetic ink encoding machines. He also saw the need for setting up, with the Lithographic Technical Foundation, a research and education program including seminars and technical classes. Bank stationers were advised to explore the need for less conservative numbering machines which become a hazard when used with magnetic ink, according to Mr. McSweeney.

New composition equipment developments were demonstrated by J. F. Leonhard of the Addressograph-Multigraph Corp., O. J. Zorzo of IBM's electric typewriter division, and George Beechey of Friden, Inc.

Sessions were jointly chaired by Edward A. Robinson of the J. C. Hall Co., Pawtucket, R.I., section chairman, and Cecil B. Rudnick of Rudco Checks, Inc., New York City, vice-chairman.

Delegates joined in honoring the memory of LNPA director Robert B. Calvert, president of Reserve Lithograph & Printing Co., who died on June 13. He was the section's vice-chairman.

B. D. Baggott Joins Two Georgia Graphic Arts Groups

Burton D. Baggott has joined the staff of Printing Industry of Atlanta, Inc. and the Association of Georgia Printers, Inc. He is education services director, cost accounting and estimating instructor, and manager of the cost servicing department. Mr. Baggott came to his new position from Memphis, Tenn., where he was chief estimator for S. C. Toof & Co., printing firm now in its 96th year. He served this company for six years after several years of experience in production, sales, and cost accounting.

Trianqle Solved by a Diamond!

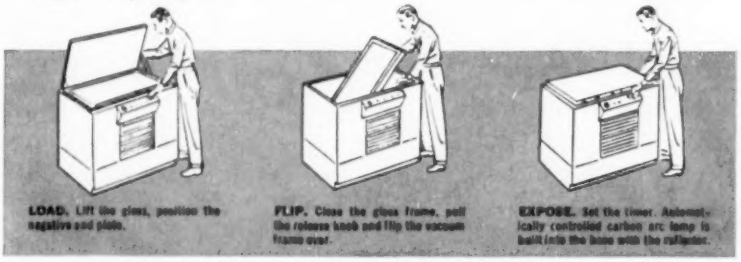
The first corner of the triangle was the boss of an offset shop who couldn't pay enough attention to his

pretty wife, who peevishly retired with a book night after night because of the 3rd corner of the triangle, an awful nerve-wracking

production schedule which kept the boss down at the plant. Then one day the boss read a nuArc ad which told him that he could eliminate his plate-making

bottlenecks with the nu-arc

flip-top platemaker, which permits skilled or even relatively unskilled personnel to make perfect plates in a hurry, simply by following 3 easy steps:



So, after purchasing the flip-top size most suited to his shop (13x18, 17x24, 21x26, 28x32, 30x40, and 43x52 models are available), the boss, his wife and all the good fellows at the shop stayed happy ever after. By the way—the three larger units are available with automatic or motor driven arc lamps.

For full details, send for the latest "flip-top" bulletin A-500-1.

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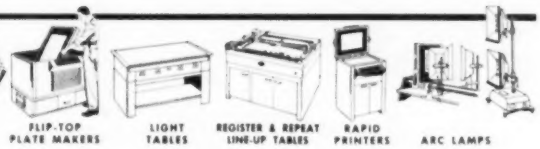


TAPPI Annual Meeting To Include Two Ink Sessions

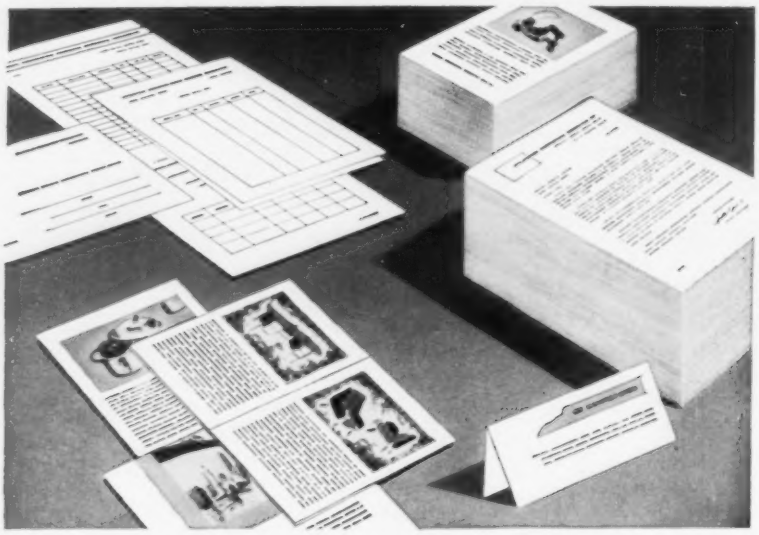
One of the two graphic arts sessions scheduled for the Technical Association of the Pulp and Paper Industry's 46th annual meeting Feb. 19-23 in New York City will feature panel discussion of printing inks.

Specialists assigned to serve on the panel are Warren Douglas of Pope & Gray, Inc. of Clifton, N.J.; Victor J. Porth, Jr., Printing Ink Division, Interchemical Corp.; George Jacques, Commercial Ink and Lacquer Division of the Borden Co., and Richard Scott, Sinclair and Valentine Co.

Edward D. O'Brien Elected President of Lincoln Printing Co.

Edward D. O'Brien, who was vice-president of Bulkley Dunton & Co., paper merchants, has been elected president, general manager, and a director of the Lincoln Printing Co., with plants in Chicago and New York City. In his new position Mr. O'Brien succeeds Samuel J. Wald.

Other new members of Lincoln's board of directors are Harry Javits, vice-president of the Commercial Bank of North America, and Milton F. Untermeyer, a partner in the Thomson & McKinnon stock brokerage firm.



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Walter F. Smith

Edward J. Triebe

E. J. Triebe President Of Kingsport Press

Edward J. Triebe has been advanced from executive vice-president and treasurer to succeed Walter F. Smith as president of Kingsport Press, Inc., Kingsport, Tenn. Mr. Smith has been named to serve in the newly-created position of board chairman and chief executive officer. William P. Benemann, assistant treasurer since 1959, was elected treasurer. These changes were made to strengthen the top executive staff of this book manufacturing company, which is planning a major expansion program, according to Mr. Smith.

Mr. Triebe received *The Inland Printer's* 1958 award for outstanding leadership in the printing industry. From 1952 to 1954 he was the president of the Research and Engineering Council of the Graphic Arts Industry, and has also served as chairman of the letterpress research committee.

Kingsport's third president in 35 years, Mr. Triebe joined the company in 1926 after serving the J. F. Tapley Co., Long Island City, N.Y. He participated in the junior executive training program. After several promotions he became vice-president, general superintendent, and a director in 1949. He was advanced to executive vice-president and treasurer in 1954.

Walter Smith, who in 1954 became Kingsport's second president succeeding the late Col. E. W. Palmer, joined the firm in 1923 and has served in several executive posts, including assistant to the president, vice-president, treasurer, and executive vice-president.

Charles E. Ruckstuhl Dies

Charles E. Ruckstuhl, prominent in American advertising typography, died on Nov. 13 in his home at White Plains, N.Y. He came to this country from France in 1896 and was a cofounder and first president of the Advertising Typographers Association of America. In 1909 he established the Typographic Service Co. with a plant in New York City. He continued as president of this company after it became a division of the Electrograph Corp.

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Creative Printers Name New President

Salvatore DeFazio, Jr., president of Windsor Press, Inc., Wellesley Hills, Mass., is new president of Creative Printers of America. He was elected at the annual meeting of the select group of printers in Washington, D.C., Oct. 25, held in conjunction with the 74th annual convention of Printing Industry of America, Inc. Forty persons attended the CPA dinner at the Columbia Country Club. Houston Gray of the Commercial Printing Division of the *Des Moines Register and Tribune*, was named vice-president. Secretary is Harvey C. Church of Accurate Printers, Bradenton, Fla.; treasurer is Jos. H. Hennage of Washington, D.C.

Salvatore DeFazio

Reëlected as a director was Mendel Segal of Stein Printing Co., Atlanta. The new directors include E. John Schmitz, Jr. of E. John Schmitz & Sons, Baltimore; Karl H. Wagner, Wagners Printers, Davenport, Iowa, and Lawrence Booher of Heer Printing Co., Columbus, Ohio.

Francis J. Brunner of Brunner, Inc., Memphis, Tenn., a founder and first president of the organization, presented a plaque to William G. Young, president of Miller Printing Machinery Co., Pittsburgh, in appreciation of his company's promotion of the PIA Self-Advertising Exhibits. Mr. Young in turn presented a plaque to Mr. Brunner as the "Creative Printer of the Year."

Carleton R. Cummings of Herbick and Held Printing Co., Pittsburgh, will be host chairman for next year's convention, which will be held concurrently with the PIA convention in Pittsburgh. Louis Millette, Modern Press, Inc., Sioux Falls, S.D., heads the publicity committee, and Mr. Brunner is membership chairman.

Only one creative printer member to a city is permitted by the organization's by-laws. Anyone interested in becoming a member may communicate with Francis J. Brunner, Brunner, Inc., 1010 Jefferson, Memphis, Tenn.

Detroit Printer Moves Plant

Over 600 business and professional people recently attended an open house at the new quarters of Printing Service Inc., Detroit. The company has moved to an existing building at 17131 Filer, doubling its previous capacity.

President-elect John Kennedy and Edward Swayduck, president of Local 1, Amalgamated Lithographers of America discuss automation before presidential elections

Kennedy, Swayduck Meet

President-elect John F. Kennedy and Edward Swayduck, president of Local 1, Amalgamated Lithographers of America, discussed the need to stimulate economic development and to expand automation in American industry.

In the meeting held shortly before the presidential election, Mr. Swayduck told the President-elect that ALA had "for 28 years fostered and supported and spent money with industry towards promoting automation." ALA's purpose for doing so, he said, was to promote economic growth that would assure full employment.

President-elect Kennedy said that he planned to set up tripartite committees, including labor, business, and the government, to consider the orderly introduction of new machines into industry.

Crowell Carton Division Completes Fourth Expansion

Completion at Marshall, Mich., of a general office building and a plant addition housing two two-color Miehle offset presses marks the conclusion of an expansion program at the Crowell Carton Division, St. Regis Paper Co.

The twin expansion added another 10,400 square feet to the Crowell Carton facilities that have been enlarged three times previously.

Frye Opens Dallas Warehouse For One-Time Carbon Papers

The Frye Manufacturing Co. of Des Moines, Ia., has opened a new warehouse in Dallas to supply one-time carbon papers to the southwestern United States. It will carry flat sheet stock designs, stock rolls, and stock processed rolls for the business forms industry.

Leaves Lanston To Form New Firm

Theodore Hommel recently resigned from his positions as general sales manager of Lanston Industries, Inc. and vice-president of Unitronics, Inc. He has become president of Theo. Hommel, Inc., newly-organized company specializing in the development of control devices and processes for the graphic arts. Mr. Hommel, a mechanical engineer, is widely known as an expert in photographic processes and for his platemaking and printing developments, including several patented devices designed for simplifying register and quality-control problems.

Theodore Hommel

A cofounder of Unitronics, Inc., his experience also includes 25 years of service for the Universal Match Corp. He joined Lanston's executive staff last year when Lanston purchased Unitronics from the Universal Match Corp.

Theo. Hommel offices, laboratories, and manufacturing facilities are located in Berwyn, near Philadelphia.

House of Harley Moves Offices

Executive offices and art, sales, advertising and production departments of the House of Harley, Inc. have moved to 10 E. 40th St., New York 16. The House of Harley Printing Co. continues to operate from its downtown plant.

YOUR LITHO JOB MAY BE ONE OF 312 AWARD WINNERS

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- Win prestige
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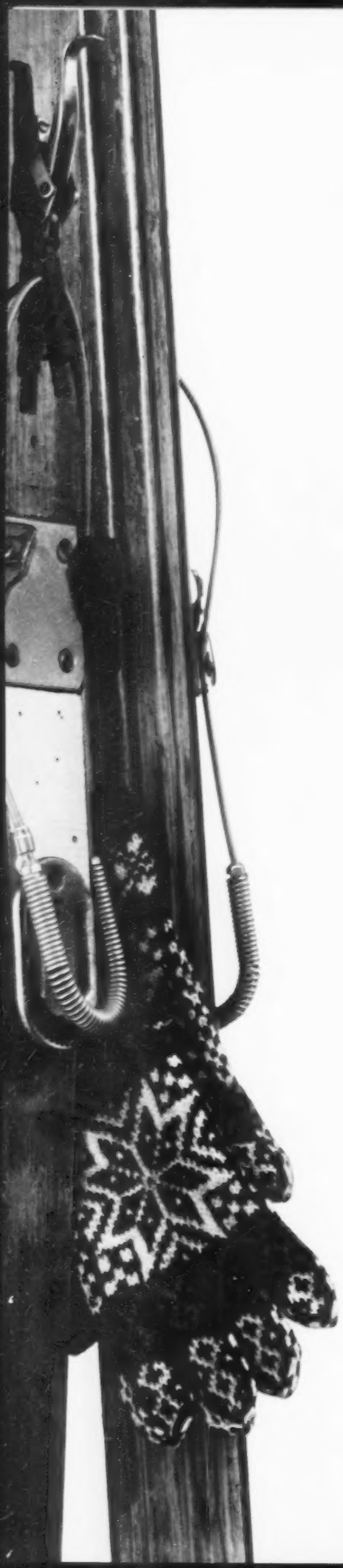
597 FIFTH AVE., NEW YORK 17, N.Y.

A legend comes to life on latex coated paper

March 1, 1942. An icy ski slope in northern Michigan. The eyes of 20,000 fans turn toward youthful Torger Tokle. He already holds the American ski-jump record for distance. On his first jump at today's meet, he sets a new local record for Iron Mountain. On his second jump, Torger faces double danger: a cracked ski and the need to jump onto flat ground, *beyond* the usual landing incline. Down the chute at 70 miles per hour . . . then the take-off into flight. Farther than any skier in the Western Hemisphere had ever jumped, Torger deftly soars . . . to a record leap of 289 feet! Courage and determination to achieve better performance made Torger Tokle a great American skier. And better performance makes Dow Latex 630 an outstanding material for use in coating printing papers. For reasons why, turn the page.

DOW



LATEX COATED

Performance counts . . .
in sports and in printing

An immigrant from Norway, skier Torger Tokle won 42 of 48 meets in the United States . . . *always* turning in the longest jump. World War II kept him from international sports competition. But in combat, before enemy fire claimed his life, the 25-year-old ski trooper continued to deliver courageous performance.

For printing paper performance that assures clean, sharp reproduction—like the colorful painting of Torger Tokle—look to coatings made with new Dow Latex 630. These coatings make possible remarkable paper uniformity . . . a direct result of Dow Latex 630's excellent mechanical stability, superior pick resistance and excellent starch compatibility.

For more information about coated papers made with Dow Latex 630—offset or letterpress, gloss or dull—check your paper supplier or write THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Department 1937.

DOW

This four-color, 150-line screen reproduction is printed on 100-lb. offset enamel.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

Wood Flong Expands During 50th Year

The Wood Flong Corp., which now claims to be the world's largest producer of stereotype mats, is all set to enter its 50th year with firm confidence in the future of stereotyping.

Completion of a million-dollar program for expanding production facilities at Hoosick Falls, N.Y., is due this month. Trade press representatives touring the plant last month saw six wet pulp machines and 36 drum dryers with capacity for processing 50,000 10-foot-square mat sheets daily. They also saw a series of machine components being linked in a single 220-foot line for automating wet processing, drying, cutting, and stacking operations. This setup was designed for speeding production and raising output 150% to 125,000 sheets.

Thornton Hall, president, said that plant expansion and renovation would keep production in step with demand for Super Flong mats which require no hand-packing. He pointed out that the company expects increasing demand for more dimensionally stable mats for ROP color printing.

The tunnel drier section of the new machine, said to be an innovation, cost about $250,000. Only three men are required for checking automated operations. This is many fewer than the number needed for tending the old wet machines and drum driers. These employees will be transferred to other departments. Some 200 persons are on the payroll.

Mr. Hall was business manager of the *New York Herald Tribune* before he became Wood Flong's president 10 years ago. Key plant man whom he credits for assistance in perfecting the one-piece no-pack mat are Ralph Millington, the general manager; Stanley Field, plant manager, and Charles Cappelino, technical director.

Philip E. Tobias Associates Enlarges Research Laboratory

Philip E. Tobias Associates have enlarged their graphic arts research laboratory in Glenside, Pa. New space provides room for increasing physical, electronic and chemical research personnel and facilities. Mr. Tobias, past president of the Technical Association of the Graphic Arts and former research and engineering director for Edward Stern & Co., Philadelphia, established the laboratory two years ago as a research service for printers, lithographers, and manufacturers of equipment and supplies. Projects have included plant layout, lighting, instrumentation, and press and preparation equipment design and development.

Philip E. Tobias

Reilly Electrotype Donates $5,000 to Scholarship Fund

Reilly Electrotype division of the Electrographic Corp. has contributed $5,000 to the scholarship fund of the Advertising Agency Production Club of New York City. The contribution will be used to establish a Joseph Reilly Memorial Fund honoring the Reilly company's founder, who died in October, 1958.

The club launched its grant-in-aid and loan fund three years ago to help pay tuition for students taking advertising production management courses at the New York City Community College of Applied Arts and Sciences in Brooklyn.

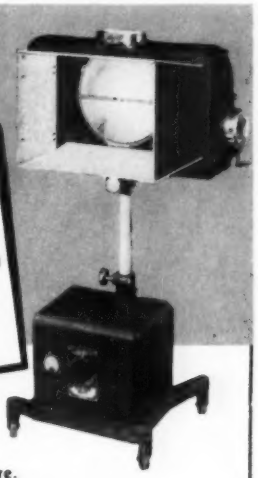
J. S. Fairchild Named President Of United States Envelope Co.

Joseph S. Fairchild, senior vice-president of the United States Envelope Co., has been advanced to president succeeding Wiley L. Jennings, who has resigned.

Members of the management team serving with Mr. Fairchild include Arthur Peterson, vice-president for production; Harold Sutphen, vice-president and treasurer, and Hans Stibolt, vice-president for sales.

Mr. Fairchild, a graduate of the University of California with an A.B. degree in economics, has spent his entire business career with USE.

GRAFARC



FULLY AUTOMATIC MOTOR-DRIVEN ARC PRINTING LAMPS

- Maintain constant light level and color temperature.
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- Exclusive, scientifically engineered reflectors guarantee uniform coverage of entire area and sharper reproduction.
- Trouble-free performance eliminates shut-down time.

95 amp. model for frames under 40" x 50".

140 amp. model (twice as powerful as average lamp) for frames 40" x 50" and larger.

Overhead models for horizontal frames.

30-DAY TRIAL WITHOUT OBLIGATION

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A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Gravure Assn. Studies Research, Industry Status

Reviews of American and European gravure research and a progress report on a survey of the industry in this country highlighted the Gravure Technical Association's fall forum Nov. 9-10 in New York City.

Harvey F. George brought member company representatives up to date on programs conducted by Gravure Research, Inc. Dr. Walter Matuschke, president of the European Rotogravure Association, reviewed research carried on by 10 member companies in their plants. ERA, having no research staff or laboratory, is itself sponsoring research on a special project at Battelle Memorial Institute's Frankfurt, Germany, branch.

Mr. George pointed out that the research he directs is generally of an applied nature. He saw the need for more fundamental research to solve basic problems, especially ink transfer.

Mr. George also proposed development of an electronic scanner to prepare duplicate positives directly from approved progressive proofs. Fairchild Graphic Equipment, Inc. has proposed such a device, he said, but is not prepared to produce so specialized a unit until "certain economic requirements" are met by the gravure industry.

The speaker described two new instruments for improving gravure operations. C. E. Johannson Gage Co. of Dearborn, Mich., is offering a cell depth measuring gauge. Gravure Research, Inc. has developed an improved instrument for measuring impression pressure between cylinders and rubber impression rolls. This device is made by W. C. Dillon & Co., Inc., Van Nuys, Calif.

GTA President William W. Fitzhugh, Jr. of the Fitzhugh Division, New Haven Board and Carton Co., explained the purposes of the industry survey being conducted by Bruce Watson Co. Mr. Watson told how he is using the interview method to uncover trends, developments, and changes within the industry during the past 15 years, and to determine gravure's present status in relation to other processes. He expects to complete the survey this month so there will be ample time for studying the results before GTA's convention March 8-10 in Chicago.

Gravure Groups Plan International Exchange

Gravure Research, Inc. and the European Rotogravure Association have entered into an agreement for exchanging technical and other information. Announcement of this first step in close international cooperation advancing the gravure process was made at GRI's annual meeting Nov. 9-11 in New York City. Gravure Research, with some 50 member companies, is the only cooperative research organization serving the gravure industry in this country. European Rotogravure Association, headed by Dr. Walter Matuschke of Axel Spring & Sohn of Hamburg, Germany, represents 10 of the largest European rotogravure companies whose plants are located in 10 countries. Dr. Matuschke and GR president Carl M. Metash of Parade Publications, Inc. announced the agreement.

GR's press, color, paper, ink, and etching research projects were reviewed by Harvey P. George, research director. The staff has been enlarged, and headquarters have been moved from New York City to Port Washington, Long Island, where a new modern laboratory provides 5,000 square feet of air-conditioned space for engineering offices, chemical and electrical research, and other facilities.

GR's new president succeeding Carl Metash is H. Raymond Corwin of the Publication Corp. Harry B. Smock of the Chicago Rotoprint Co. was elected first vice-president. Charles F. Elsesser of Triangle Publications, Inc. is second vice-president and A. J. Powers, Jr. of Chemco Photoproducts Co., Inc. was elected secretary-treasurer.

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1. More real value for the money
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There is a Robertson Camera for every photo-mechanical requirement . . . in the most economical size and model to match your needs. Ask your Robertson Camera Dealer for full details.

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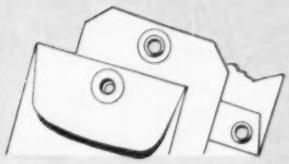
STRING & KNOT

Punches holes, strings and knots cord on shipping and merchandise tags and booklets automatically up to 11,000 per hr. Bulletin 17B.

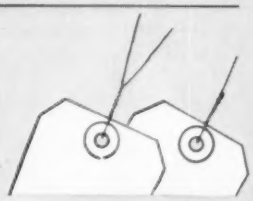


PATCH & EYELET

Automatically attaches patch, punches hole, inserts eyelet in one operation at 6,000 per hr. Patches one or both sides in any location. Bulletin 19.

STRING & LOOP

Strings and loops cord on square or rectangular shipping, merchandise and Christmas tags at 5,700 per hr. Bulletin 16.

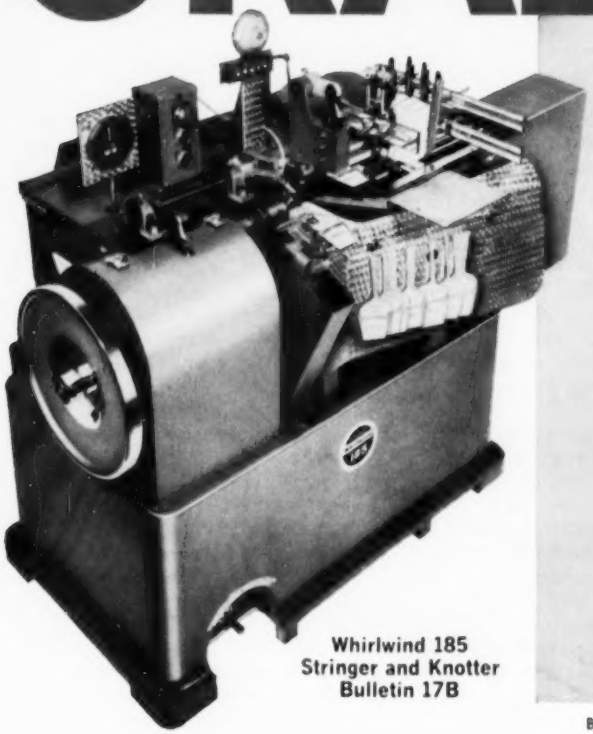


WIRE

Threads wire on shipping, merchandise or gang tags, single or double strand wire, at 5,000 per hr. Bulletin 18.

ENGINEERS THE WORLD'S FASTEST FINISHING MACHINES!

GRAEBER



Whirlwind 185
Stringer and Knotter
Bulletin 17B

Graeber engineering skill lets you count on faster rates of production than any other finishing equipment. But speed is only part of the story. There's fully automatic performance, and simplicity of operation. You enjoy next-to-nothing maintenance costs for many years to come. And you're assured of turning out work exactly as your customers prescribe. If you're in the market for finishing equipment, your answer is Graeber—the most advanced in design and construction. For more detailed information, write on your letterhead for bulletins.

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Stringing and Wiring Machine Company
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THE GRAPHIC ARTS IN WASHINGTON

Compiled and edited by Hal Allen, Eastern Editor, *PRINTER and LITHOGRAPHER*

Speed Mail Utilizes Graphic Arts Methods

The Post Office Department had to call on several segments of the printing industry when it introduced its new Speed Mail system on an experimental basis last month. Speed Mail is an electronic system designed to send first-class mail across the nation in a matter of seconds.

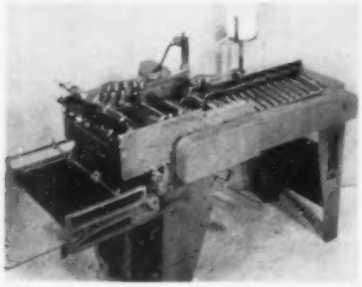
Under this system, the sender writes his message on a special one-page combination letter and envelope, resembling the V-mail used in World War II. The letter is fed into machines that route and scan it, and then send a duplicate by microwave to the receiving point. The original is then destroyed or returned to the sender.

The message is sent by means of a facsimile system to the receiving point where it is sealed prior to delivery. At no time during transmission are the contents ever revealed to the human eye.

At the Post Office the original goes into a sanctity-protecting box where it is opened mechanically and scanned by a light-sensitive multiplier tube, which produces a series of coded on and off impulses, in turn transmitted by microwave relay or coaxial cable to the destination city.

At the receiving station the scanning processes are reversed and the light flashes play on a photosensitive revolving drum of selenium. Where light hits the drum, a static charge is set up. As the drum revolves and successive scanning sweeps pile up in layers, the tiny charged fields take the form of the characters in the original letter. This in reality is an adaptation of the xerographic process of printing, familiar to many in the graphic arts industry.

Small machine developed by Russell Ernest Baum, Inc. will fold, seal, perforate Post Office Department's new Speed Mail



Instead of liquid ink, the printing device uses a dry, finely-powdered thermoplastic which is attracted to the charged areas of the drum and forms powdered letters on the drum. The drum then rolls over ordinary typewriter bond paper and transfers the powdered letters to the paper sheets. These are heated, the thermoplastic melts slightly, and the letters fuse to the paper.

Then the letter is automatically folded and sealed in an envelope, which is perforated for easy opening by the recipient. To handle this last operation, Russell Ernest Baum, Inc., Philadelphia manufacturer of folding machines for the printing industry, developed a small machine that would fold, seal, and perforate the Speed Mail piece automatically in the sanctity-protecting receiving device.

The cost of the new Speed Mail has not been set by the Post Office, although the goal is 7¢, the rate for air mail. The speed is considered fantastic —eight seconds to transmit, fold, stuff, and seal a standard-size sheet of stationery filled with writing or drawings. Drawings can be sent with fair to good definition but photographs cannot. All types of letters can be sent.

New Bureau of Census Figures Show 30% Increase in Printing

Bureau of the Census figures show that receipts of United States commercial printing firms rose from $3,285-million in 1954 to $4,283-million in 1958. This $998-million increase, slightly more than 30%, includes receipts for manifold business form firms as well as commercial printing, lithographing, engraving, and platemaking companies.

A special advance report tabulates 1958 receipts by process, but excludes manifold business forms manufacturing, greeting cards printed for others, books and pamphlets printed, and binding of books published elsewhere.

Letterpress accounted for $2,040,-050,000 of the $3,897,267,000 total. Offset lithography's share was $1,290,-412. Value of gravure receipts was $419,839,000, leaving $146,996,000 for engraving, screen printing, and other processes.

There were 15,564 establishments in 1954 and 17,957 in 1958. Total number of employees increased from 285,-460 to 305,864. Over-all payroll rose from $1,294,642,000 to $1,614,982,-000. Production manpower increased 223,825 to 237,603 and wages for production workers rose from $933,816,-000 to $1,168,668,000.

Capital expenditures increased from $102,378,000 to $175,111,000. Cost of materials rose from $1,320,933,000 to $1,753,742,000. Adjusted value added by manufacture was $1,993,961 in 1954 and $2,527,580 in 1958.

New Bulletin Explains Ban on Exports to Cuba

What the Department of Commerce ban on exports of most commodities to Cuba means to printers and publishers is detailed in a report issued by the Printing and Publishing Division of the Business and Defense Services Administration office.

This ban applies neither to books, newspapers, magazines, nor to other printed matter whose export is authorized under G-PUB general licenses, nor to shipments of published technical data under GTDP general licenses.

Products exportable under G-PUB licenses include bound school textbooks, Bibles and Testaments; bound dictionaries, encyclopedias, yearbooks, fictional and nonfictional books; unbound sheets for books; calendars of all types; catalogs, pamphlets, booklets, sheet and book music; current newspapers and periodicals; advertising material exclusively related to commodities exported under the G-PUB licenses.

Material requiring validated licenses includes rare books; newsprint and other printing papers; printing machinery and parts; photographic prints and film or glass transparencies; printing plates and cuts; electrotypes, stereotypes and stereo mats; playing, greeting, tally and post cards; printed advertising not covered by the G-PUB license; geographic maps and charts; strip charts for recording instruments; blank books, business forms, decalcomanias, diaries and engraved matter; labels, tickets, calendar holders, telephone list finders, newspaper binders, loose-leaf binders and parts.

Export Bulletin No. 849, issued by the Department of Commerce, details the new regulations. Copies at 25¢ each may be obtained from field offices, or from the Office of Administration Operations, Sales and Distribution Branch, Room 6327, Washington 25, D.C. Inquires about application of the rules should be directed to the Office of Export Supply, Bureau of Foreign Commerce, Washington 25, D.C.

Build Job Shop Profits! In Pressrooms...In Binderies...

MGD's Full Line of Equipment Makes It Possible

Your future efficiency and profits depend on the new equipment acquired in the next few years. Careful investment planning for job equipment today will really pay off over the long run...and here's where Miehle-Goss-Dexter can give you valuable help.

With a complete line of profit-building machines for job-commercial work...ranging from the famous Miehle Vertical and small offset presses to the efficient low-cost Lawson cutters and multiple-hole drills to Dexter's new small high speed folders and automatic binding equipment...MGD can give you *unbiased* assistance in planning both pressroom and bindery.

MGD specialists will be glad to help you select the best machines for your special needs...to make certain that presses and bindery equipment are properly related in size and productive capacity...to establish a coordinated long range investment plan for your profitable growth.

Consult your MGD representative soon.

MIEHLE-GOSS-DEXTER, INC.
Chicago 8, Illinois

APPA, TAPPI Sponsor Paper Research Conference

Forty-four paper technicians and 47 scientists from universities and colleges attended the Third Annual Research Conference sponsored by the American Paper and Pulp Association and the Technical Association of the Pulp and Paper Industry Nov. 4-5 at Northampton, Mass.

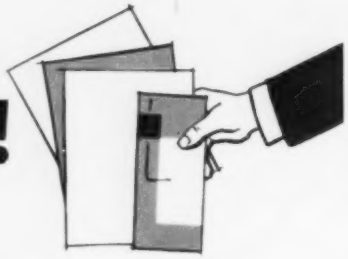
American and Canadian registrants joined in discussion of fundamental research opportunities for future study. Research in paper formation, wood pulping and chemical additives were among subjects covered.

Allied Paper Corp. Acquires Two Business Forms Manufacturers

Allied Paper Corp., Chicago, has acquired the Connecticut Manifold Forms Co. of West Hartford, Conn., and the Charles E. Brown Printing Co. of Kansas City, Mo. These bring to six the number of business forms companies bought by Allied since last April.

No changes in Connecticut or Brown personnel are contemplated, according to William E. Bercaw, president of Allied's business forms division. The addition of these firms is expected to bring annual sales volume for the division to $15-million, Mr. Bercaw said.

I'LL BUY THAT!



. . . That's what many printers like yourself are saying these days. They're printers who have been told about Fox River's new customer philosophy, which says . . . "firms that *regularly use* Fox River paper products are entitled to *extra special treatment.*"

WHAT'S MORE . . . regular users of Fox River Papers can have their own private Watermark, and even obtain private Watermarks for their customers . . . at regular prices except for a very small initial pattern cost — in minimum quantities — on all grades of cotton-content papers.

FOR COMPLETE INFORMATION . . . on how to secure the Private Watermark Program, Letterhead Templa-Kit*, Color Overprinting Kit and many other services of Fox River's Printers Service Bureau, contact your nearest Fox River Distributor, or write on your firm's letterhead to . . .

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APPLETON, WISCONSIN

Anniversary, National Bank, English and Fox River Bonds
Anniversary and Fox River Onion Skins

CONVENTIONS
WHAT - WHERE - WHEN

JANUARY

1961 International Printing Week, Jan. 15-21.

1961 International Printing Education Week, Jan. 15-21.

American Newspaper Publishers Association, Great Lakes mechanical conference, Hotel Gibson, Cincinnati, Jan. 22-24.

Tag Manufacturers Institute, annual convention, Key Biscayne Hotel, Miami, Fla., Jan. 23-25.

Printing Industry of America, Presidents' Top Management Conference, annual meeting, Palm Beach Biltmore Hotel, Palm Beach, Fla., Jan. 30-Feb. 3.

FEBRUARY

Flexographic Technical Association, annual convention, Hotel Roosevelt, New York City, Feb. 6-7.

Business Forms Institute, annual convention, Commodore Hotel, New York City, Feb. 16-17.

American Paper and Pulp Association, annual convention, Waldorf-Astoria Hotel, New York City, Feb. 19-23.

Technical Association of the Pulp and Paper Industry, annual convention, Commodore Hotel, New York City, Feb. 19-23.

MARCH

American Newspaper Publishers Association, Northwest mechanical conference, Hotel Saint Paul, St. Paul, Minn., Mar. 4-6.

Southern Newspaper Publishers Association, Western division mechanical conference, Hotel Adolphus, Dallas, Mar. 5-7.

Gravure Technical Association, annual convention, Drake Hotel, Chicago, Mar. 8-10.

Lithographic Technical Foundation, research committee, educational committee, and members and directors meetings, Sheraton Blackstone Hotel, Chicago, Mar. 13-16.

Trade Binders Section, Printing Industry of America, annual meeting, Statler Hotel, Detroit, Mar. 17-19.

Folding Paper Box Association of America, annual meeting and exhibit, Drake Hotel, Chicago, Mar. 20-22.

Printing Industry of America, Sales and Production Conference, Edgewater Beach Hotel, Chicago, Mar. 22-25.

Westprint '61, Western Exposition for Graphic Arts Equipment, Supplies, Services, Shrine Exposition Hall, Los Angeles, Mar. 23-26.

National Paper Trade Association, annual convention, Waldorf-Astoria, New York City, Mar. 26-29.

APRIL

Twelfth District Conference, Printing House Craftsmen, Sherman Oaks, Glenaire Country Club, San Fernando, Calif., Apr. 15.

International Association of Electrotypers & Stereotypers, annual spring technical conference, Statler-Hilton Hotel, Pittsburgh, Apr. 16-19.

Web Offset Section, Printing Industry of America, annual meeting, Edgewater Beach Hotel, Chicago, Apr. 19-21.

Rotary Business Forms Section, Printing Industry of America, annual meeting, Edgewater Beach Hotel, Chicago, Apr. 23-26.

Lithographers and Printers National Association, annual convention, Arizona-Biltmore Hotel, Phoenix, Ariz., Apr. 30-May 5.

MAY

Southern Graphic Arts Association, annual convention, Dinkler-Andrew Jackson Hotel, Nashville, Tenn., May 3-5.

National Association of Litho Clubs, annual convention, Dayton Biltmore Hotel, Dayton, Ohio, May 4-6.

Eastern Seaboard Conference of Graphic Arts Industry, Williamsburg Inn and Lodge, Williamsburg, Va., May 4-7.

Third District Conference of Printing House Craftsmen, Sheraton Hotel, Rochester, N.Y., May 11-13.

Research and Engineering Council of the Graphic Arts Industry, annual convention, Fort Des Moines Hotel, Des Moines, Ia., May 22-24.

THIS IS A "UNIBAK" PLATE

. . . made from new single-stage cylinder-hugging ECONO plate material for almost perfect register!

Right off the bat you can see how a plate made from Unibak rubber curls to hug a press cylinder and make it easier to mount. But it's what you *can't* see immediately that is most interesting.

With Unibak you banish forever 2-stage, sandwiching, or "double-down" vulcanizing procedures for controlling shrinkage. Unibak dimensional control is positive; it's *built in.*

Printing quality is excellent . . . no cupping, or dishing. And flexibility is substantially greater than that of ordinary plate materials.

Unibak definitely sets a new standard for flexographic printing: better quality plates, made faster—for much more accurate register. Try Unibak immediately. We think you will never go back (ward) to anything else! A note or phone call brings a free sample in the next mail. Please specify thickness, available in .030, .040 and .050 thicknesses.

FIRST IN THE INDUSTRY

ECONO

Materials and methods for better printing from resilient plates

PRODUCTS, INC., 132 Humboldt St., Rochester 10, N.Y.

New Southern Firm Will Make, Sell One-Time Carbon Paper

Tara Carbon Paper Corp. is a new enterprise with a plant in Chamblee, Ga. and a sales-service office in New Orleans. Robert Bridell, vice-president and general manager, announced that the plant is equipped for producing one-time carbon paper for marketing to South and Southeastern printers of roll, sheet and marginally-punched continuous forms.

Tara is associated with the American Carbon Paper Corp., Chicago, which manufactures spot or area-coated carbon papers.

Wausau Paper Mills to Operate New Fourdrinier Machine in '61

Wausau Paper Mill Co. of Brokaw, Wis., has announced that its new Fourdrinier papermaking machine will be in operation shortly after the first of the year. An addition to the plant to house the machine and installation of necessary auxiliary equipment will be completed by that time.

The new machine can produce over 200,000 pounds of paper per day and 1,500 feet a minute, according to Wausau. It is part of a multimillion dollar expansion program being carried on at the Brokaw plant.

It's the only way you'll see through it!

Here is an economical paper that effectively minimizes show-through, providing clean, sharp reproduction without muddiness and "phantom printing". For a real budget buy for catalogs, direct mail and other printed pieces, always specify

MILLERS FALLS OPAQUE PARCHMENT

25% COTTON CONTENT

MILLERS FALLS PAPER COMPANY • MILLERS FALLS, MASS.
MANUFACTURER OF OLD DEERFIELD BOND, GIBRALTAR ONION SKIN, MILLERS FALLS BOND AND ONION SKIN, EZERASE BOND AND ONION SKIN, MILLERS FALLS OPAQUE PARCHMENT

Quality Important When Making Calls

(Concluded from page 72)

ness he writes than with the number of calls he makes. He makes no call, except at customer's request, unless he has a specific reason for doing so. He must have an idea he feels will be of value to his customer, either on a specific job under discussion or for over the long pull. He realizes a call without an objective is worthless, possibly even worse.

Let's watch the paperwork. Many a salesman's eagerness to work evenings and weekends is blunted by an ever-increasing stack of often meaningless paperwork.

Call reports, under control, are often good, sometimes necessary. I believe strongly in planning your work and working your plan. A schedule of next week's calls is important. So are some other reports required of the salesman.

But these things can be overdone.

Usually when this happens, it is because some sales manager has read somewhere about a paperwork system and decides "it's the thing to do."

One printer I know of requires a lengthy report on each call. Yet, a salesman could write in the middle of one that "the boss is a nicompoop" and no one, but no one, would see it, except perhaps a sharp-eyed secretary who was keeping track of the number of calls the man was making.

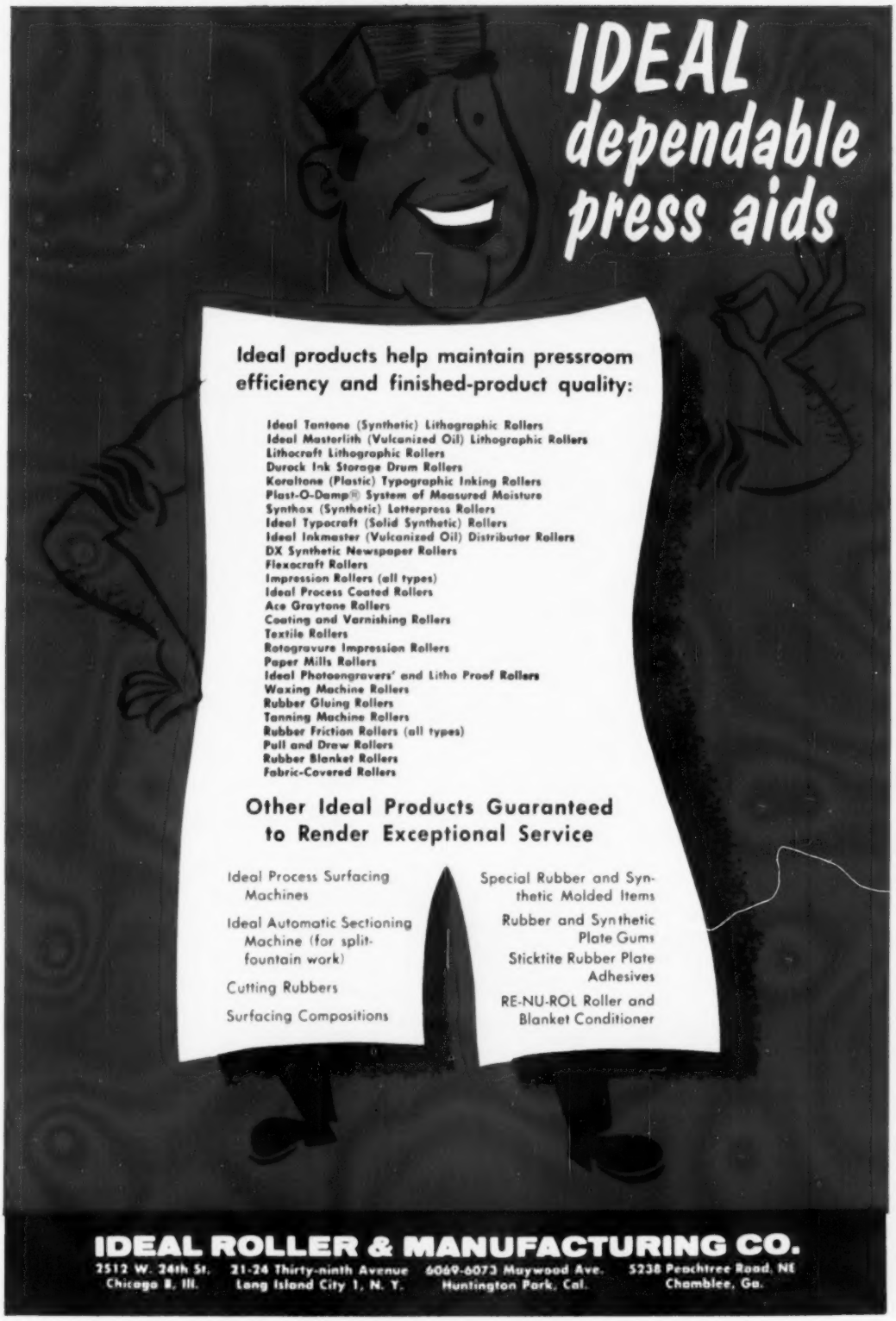
Before you institute a new report or paperwork routine, Mr. Sales Manager, consider that if you show no respect for your salesmen's time, how can you ask them to respect it?

Hiram A. Myers New Head Of Frye Manufacturing

Hiram A. Myers has been elected president and chief executive officer of the Frye Manufacturing Co. of Des Moines, Ia., producers of one-time carbon papers. He succeeds Marion C. Frye who has resigned for health reasons. Mr. Frye will continue as a member of the board of directors of the company his father, the late F. C. Frye, founded in 1912.

Mr. Myers has been with the company since 1954. He has been executive vice-president and general manager since 1956. He is also president of the One-Time Carbon Paper Manufacturers Association and has served in various offices of associate member groups of the PIA Rotary Business Forms Section and the National Business Forms Associates.

Robert P. Keehn has been elected vice-president and treasurer of the company.


IDEAL
dependable
press aids
Ideal products help maintain pressroom efficiency and finished-product quality:
Ideal Tontone (Synthetic) Lithographic Rollers
Ideal Masterlith (Vulcanized Oil) Lithographic Rollers
Lithocraft Lithographic Rollers
Durock Ink Storage Drum Rollers
Koraltone (Plastic) Typographic Inking Rollers
Plast-O-Damp® System of Measured Moisture
Synthox (Synthetic) Letterpress Rollers
Ideal Typocraft (Solid Synthetic) Rollers
Ideal Inkmaster (Vulcanized Oil) Distributor Rollers
DX Synthetic Newspaper Rollers
Flexocraft Rollers
Impression Rollers (all types)
Ideal Process Coated Rollers
Ace Graytone Rollers
Coating and Varnishing Rollers
Textile Rollers
Rotogravure Impression Rollers
Paper Mills Rollers
Ideal Photoengravers' and Litho Proof Rollers
Waxing Machine Rollers
Rubber Gluing Rollers
Tanning Machine Rollers
Rubber Friction Rollers (all types)
Pull and Draw Rollers
Rubber Blanket Rollers
Fabric-Covered Rollers
Other Ideal Products Guaranteed to Render Exceptional Service
Ideal Process Surfacing Machines
Ideal Automatic Sectioning Machine (for split-fountain work)
Cutting Rubbers
Surfacing Compositions
Special Rubber and Synthetic Molded Items
Rubber and Synthetic Plate Gums
Sticktite Rubber Plate Adhesives
RE-NU-ROL Roller and Blanket Conditioner
IDEAL ROLLER & MANUFACTURING CO.
2512 W. 24th St. Chicago 8, Ill.
21-24 Thirty-ninth Avenue Long Island City 1, N. Y.
6069-6073 Maywood Ave. Huntington Park, Cal.
5238 Peachtree Road, NE Chamblee, Ga.

First Call Idea Helped to Develop Big Catalog Order

(Concluded from page 62)

phone calls my man was suffering from served to confirm my decision to emphasize our ability to help him.

At this point, the conversation took a dramatic turn.

The buyer reached for a sheaf of papers and said, "Enough for this house organ business. Now let's talk about something that's giving me a real headache—our new catalog."

Within minutes we were knee-deep in the problem of producing a large and complicated catalog—with the advertising manager under great pressure to make up for lost time in getting it out.

Previous delays of the catalog, the fact that it was not already in customers' hands, was costing the company immediate business.

To make a long story short, we applied much the same thinking to the catalog that we had to the house organ, and wound up in less than four days with the order, most of the copy, and some of the photographs in our hands. The word was "full steam ahead."

Not one more word was said about the house organ until the catalog had been completed and delivered. At that point, however, the magazine discussion was renewed, and we were shortly producing it, too, along the lines I had laid out in my original presentation.

I am often reminded of how easily I could have lost this business if I had tried to discuss my ideas over the phone at the time of that first call. The ideas would undoubtedly have fallen flat—lacking color or drama, unsupported with visual backing. And most certainly, I could not have fully appreciated the advertising manager's overworked and harried schedule, had I not made my presentation in person, in the midst of his busy office.

we're proud as a peacock to offer you our

ESCORT LEDGER

120 items in white and colors

ESCORT INDEX BRISTOL

40 items in colors matched to ESCORT LEDGER

And what a range of colors . . . White, Buff, Ecru, Salmon, Pink, Green-White, Blue. These fine quality record papers give excellent press performance and are ideal for machine or manual posting. Both are 50% new cotton fiber papers able to withstand unusually hard use.

"the quality which has earned its reputation"

L. L. BROWN PAPER COMPANY
ADAMS, MASSACHUSETTS

International Printing Education Week Set

(Concluded from page 63)

ical area in the United States, from New Hampshire to California, Utah to Texas, and on to Puerto Rico. In the past we have reached a total of 3-million students. In 1961 we will have added another half million participants to our total who will take part in what has been called "The most functional week in American education."

Again, schools and colleges will emphasize the cultural as well as the industrial side of printing. Plays, movies, exhibits, award presentations, dinners, and tours will highlight many of the activities. The guidance value of this program is immeasureable and has proved most effective. Ours is a program industry respects and supports.

The International Graphic Arts Education Association has done a great job in making available to members and nonmembers a most useful kit of posters and information on how to conduct a successful program.

Our members are proud to report that their communities eagerly await the events of Printing Education Week. Many parents take an active part in our programs.

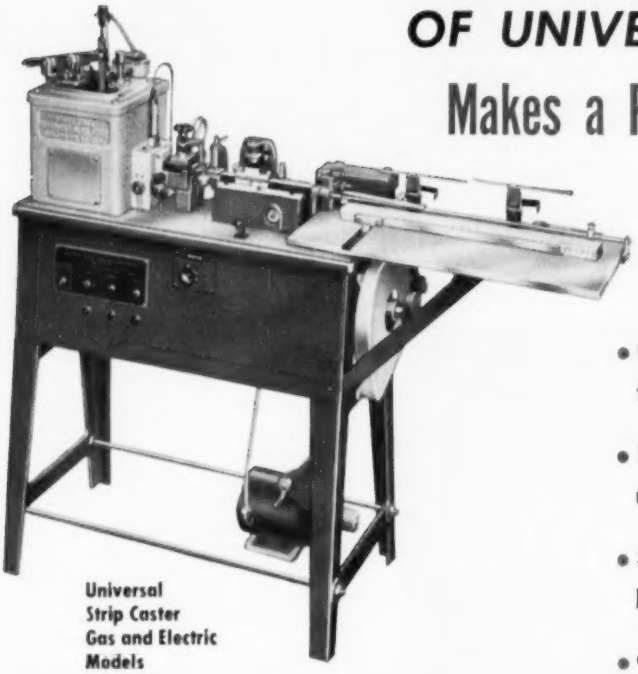
Du Pont Motion Picture Wins Product Publicity Film Award

Du Pont's 21-minute color film, entitled "Something New Under the Sun" and showing how Dycril plates are made, won a top award in a contest conducted by *Industrial Photography Magazine*. It was rated best in the product publicity class of industrial films made by in-plant motion picture departments.

PERFORMANCE

OF UNIVERSAL EQUIPMENT

Makes a Powerful Sales Story



Universal Strip Caster Gas and Electric Models

- Outproduces all others in both quality and quantity, speeding up production, make-up and distribution.
- Casts 2 pt. hairline as well as all other rule faces, free of nicks and weld marks.
- Easily casts 1 pt. twin leads; 2 pt. twin leads up to 100 lbs. an hour.
- Smoothly casts 18 pt. slugs up to 130 lbs. an hour.
- Casts ornamental rules.

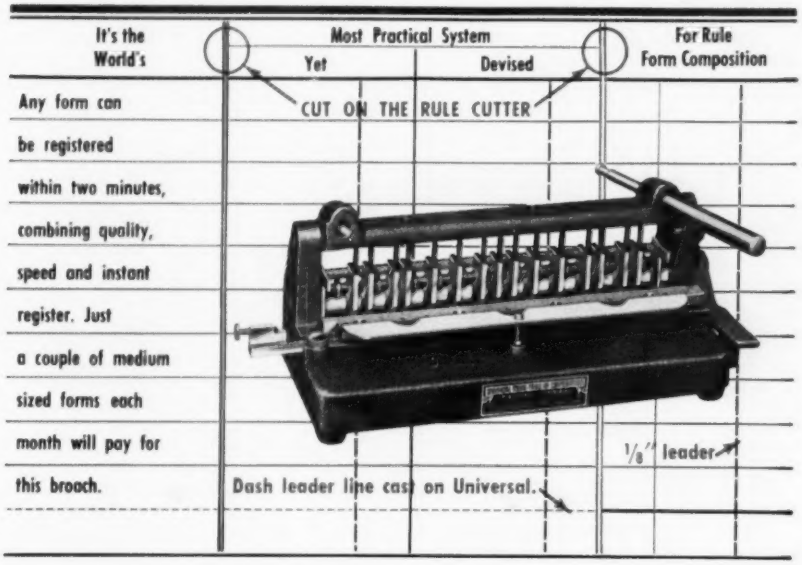
Rule Cutter:

Adjusts in points to 100 picas, for cutting vertical rules and 2 pt. strip in notches used under heads. Faster and better than a saw for this work.

Knurling Tool:

Makes 1/16" and 1/8" dash leaders on vertical copper rules.

This form was composed using Universal Cast Rules, Honig Multiple Broach, Rule Cutter and Knurling Tool.



See Your Nearest Dealer

UNIVERSAL MONO-TABULAR CORPORATION

715 N. Central Expressway • Richardson, Texas

Careful Lacquering Essential for Deep-Etch Plates

(Concluded from page 65)

up and hold the ink and can injure the image or cause scum streaks.

If the warm water softens the developing ink enough to make it smear when scrubbing, go over the plate later with a clean developing pad under cold (60-70° F) running water. This should remove the little tails of developing ink and leave the image areas clean. Never use wool felt. It tends to pick up developing ink and to leave the image areas unsufficiently greasy.

The difference between the platemaker who has "luck" and the one who does not is that one pays attention to the little things and the other trusts to luck. "Little things" include careful application of good lacquer and developing ink, proper powdering and soaking, careful clearing with the use of a vegetable bristled brush only, and the continual use of a high-powered glass. The platemaker has as much use for a good glass as the pressman does. It will show him when his images are smearing or have developed holes and when they have lost their luster.

A GOOD PLATEMAKER need not be overly fussy, but he has to know what is important and pay strict attention to the small details that make a high average of good plates. He will ask for, and should get, careful consideration in his choice of equipment and layout of the plateroom.

He should have enough sinks and tables so that he need not perform too many operations at any one station. He should have sinks with trays that can be easily adjusted to a level or tilted position. The sinks should have pipe sprays where needed, with a pedal-operated valve. Wherever warm water is needed, there should be a reliable temperature-control valve installed. The hot water supply should also be reliable. Consistant results in platemaking cannot be obtained with wide variations in water temperature or other conditions.

There must be a suitable soaking tank, inking table, etching and gumming table, plus shelves at each station for tools, small equipment, and supplies. Two stations should never have to share shelves or equipment. It is better to have duplicate graduates, funnels, thermometers, pads, cotton, etc. than to have workers from one station going to another to borrow what they need. A few dollars spent on equipment can save many dollars that would be spent because of confusion, mistakes, and lost time.

A full set of control instruments is also necessary. Such things as timers, hydrometers, wet- and dry-bulb humidity guides, etc. are necessary to good platemaking. Unfortunately we do not have as many control instruments in this business as we need. But we should certainly obtain and use as many as are available.

Good room layout is important as is lighting and cleanliness. All aids to good housekeeping should be provided and used. In fact, what the platemaker needs he should have, plus a place for it. Little things can upset the smooth routine of platemaking, cause confusion, and spoil plates.

New Offices for Nekoosa-Edwards

Plans for a new general administration building in Port Edwards have been approved by the Nekoosa-Edwards Paper Co. of Port Edwards, Wis. The two-story building will contain approximately 75,000 square feet of floor space. It will house all the administrative activities of the present main office and will provide additional space.

INSTA-LITH BLACK AND COLORS

Flint Ink Corporation

Gravure • Letterpress • Lithographic • Flexographic

ATLANTA • CHICAGO • CLEVELAND • DALLAS • DENVER • DETROIT • HOUSTON • INDIANAPOLIS
JACKSONVILLE • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • NEW YORK

QUALITY PRINTING...CLEAN, FAST...

At Its Very Best With, HANTSCHO Web-Fed Offset Presses

Whatever you print on a Hantscho press will *look* RIGHT and *be* RIGHT.

The largest publishing firms and commercial printers from coast-to-coast rely on Hantscho web-fed offset presses to handle their most important work because these fine presses have proven themselves, *on the job*, to be:

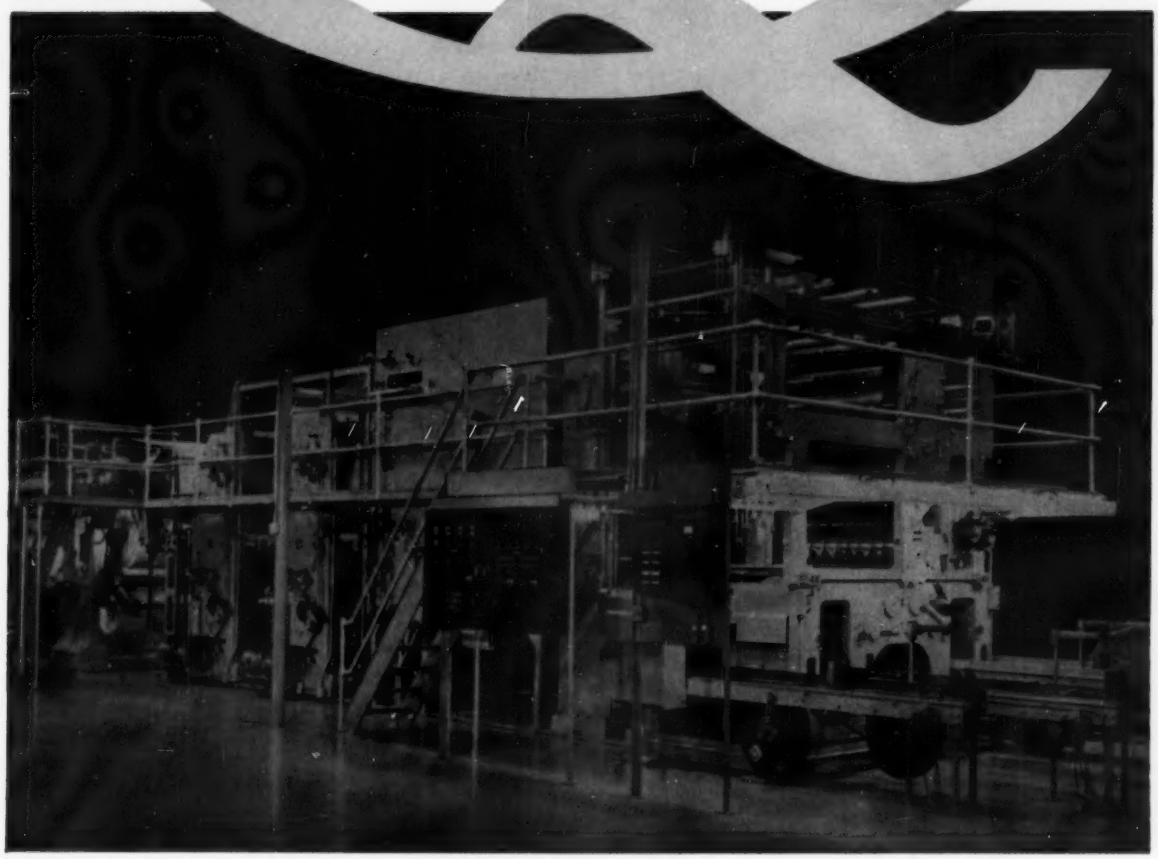
- RIGHT IN DESIGN
- RIGHT IN QUALITY
- RIGHT IN PERFORMANCE
- RIGHT IN PRICE

We invite inquiries regarding these outstanding lithographic presses.

GEORGE Hantscho CO., INC.

602 SOUTH 3rd AVENUE MOUNT VERNON, N. Y.

MIDWEST REPRESENTATIVES: 153 WEST HURON ST. CHICAGO 10, ILL.



Hantscho high-speed, 2-color web-fed offset press with folder. Photo shows delivery end of 44½ x 54" model. Custom-built for Conkey Division of Rand McNally & Co., in operation at their Hammond, Indiana plant.

Proper Training of Salesmen Will Increase Sales

(Concluded from page 61)

ized because conditions may require on-the-spot adjustments to situations as they arise. A good guide list, however, comprises the necessary elements of samples, testimonials, a company organization chart, pioneering sample-pieces, and the intangibles of dependability, accuracy, and personal service.

V. *How to Answer Objections*

How do you meet the most common objection: "My present printer is doing a good job, and I am satisfied with his work and his prices." This is one area in which the experienced salesmen can help the new men. The basic elements, however, of a constructive answer are: Admire loyalty and do not criticize competition. Stress quality as an element of cost, and the differences between cost, price, and economy. Point out your service *PLUS* (keeping promises, complete accuracy, selling ideas and suggestions to the customer, supplying examples of good competitive ideas and other ways in which a salesman can be of value).

VI. *Case Histories*

Discuss mistakes by salesmen, examples of good selling, difficult but successful sales presentations, how to handle the arrogant, patronizing prospect, and what to do when the customer tries to chisel on price, quality, or quantity.

VII. *The Central File System*

With a number of salesmen on the payroll, without territorial or industrial restrictions, many companies maintain a central file of prospects' names, showing who called on whom and when. This eliminates possible awkward embarrassment in having two of your men call on the same prospect. Also, it makes an excellent mailing list.

VIII. *Personality Traits*

Each week, one characteristic of a good sales personality is discussed. These cover good grooming, cheerfulness, ease in conversation, restraint in response to antagonism, sensitivity to the customer's moods and to his time limitations, good language, and all the other ageless marks of a good salesman.

IX. *Guest Speakers*

Time is precious to a salesman, but the time spent in listening to the man on the other side of the desk is well worth taking if he is able to offer it. Periodically, invite one of your buyers to attend a meeting on how he likes to be sold.

Give your men a chance to hear, directly, what their shortcomings and good points are and how they may improve their selling tactics. It gives them a chance to place themselves in the other fellow's shoes. Guest speakers may be buyers as well as suppliers.

X. *General*

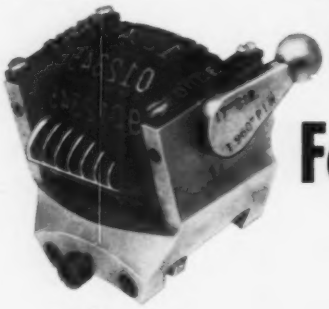
Under this heading come a number of practices which may not apply definitely to the printing industry but which have been used by other segments of business and which offer some good suggestions. At the end of their sales training courses, numerous companies give the men a quiz with a prize for the best answers.

One company gives each man a book on the principles of salesmanship; another provides a list of recommended books on the subject. Some organizations wind up the program with a dinner, but in these cases, the men have come in from other cities and towns.

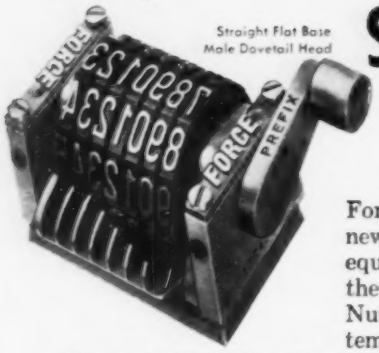
In this and in preceding articles, I have touched on imagination in selling. In sales training, too, any program will benefit from imagination in its conception, planning, and execution.

85 Years of Leadership Produced the Force 1000 SFM* Numbering System!

Convex Curved Base
Female Dovetail Head



Straight Flat Base
Male Dovetail Head

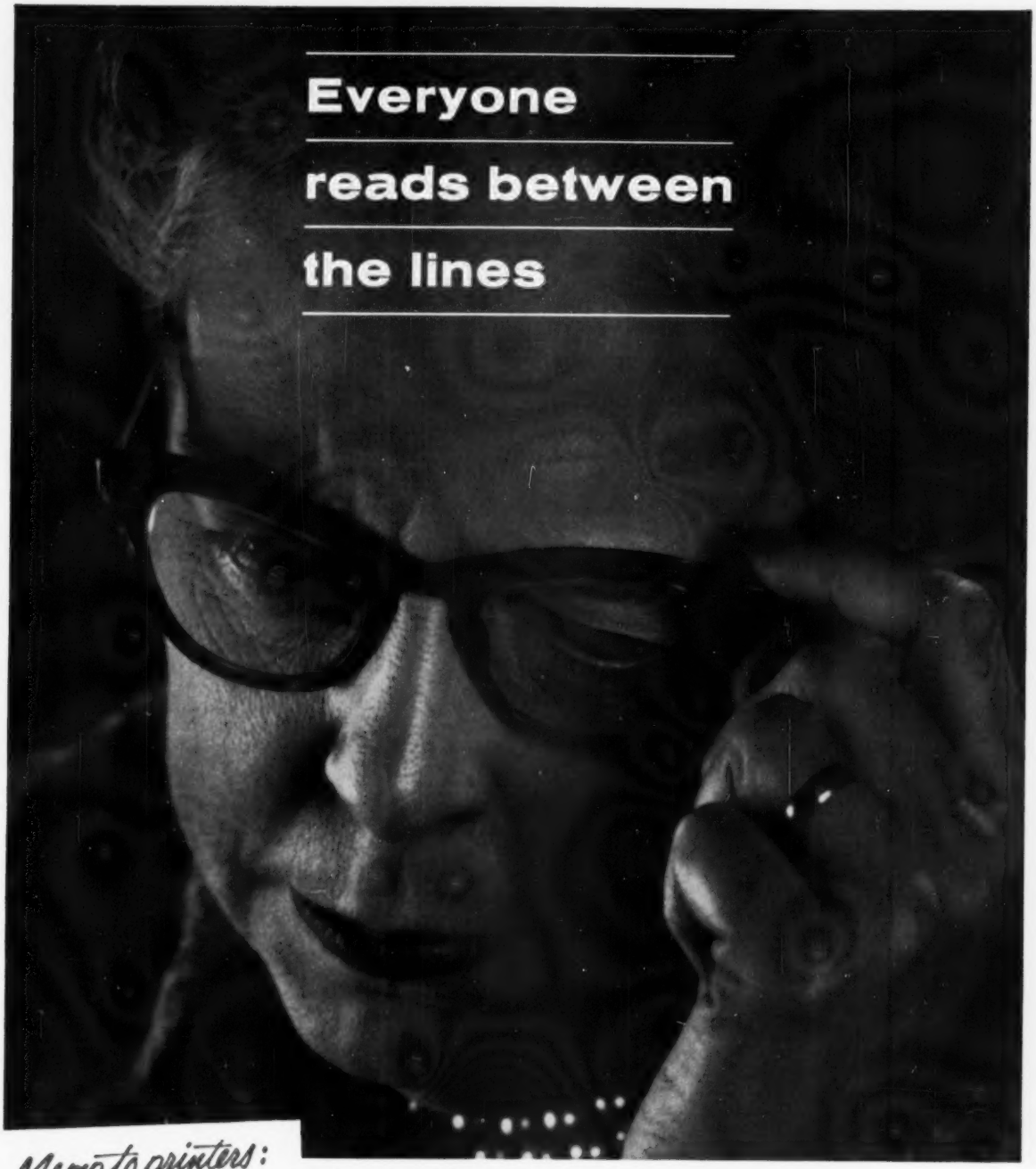


Since 1875, William A. Force & Company has pioneered new developments in numbering equipment. Latest development is the "1000 SFM Universal Rotary Numbering Head Assembly System" providing accurate numbering at 1000 Surface Feet per Minute. Customized to your exact needs, this System speeds-up production on complex jobs without the cost of special "built-to-order" machines. You start with a basic set-up, and build around it as new needs arise. Straight or convex style rotary heads are available for printing across or along the web.

*On 17" circumference presses and larger.

Write for Force Rotary Heads and Typographs booklet

WM. A. FORCE & CO., Incorporated
216 Nichols Ave.,
Brooklyn 8, N. Y.



Memo to printers:

For over 50 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in The Saturday Evening Post, Time and Business Week.

This stockholder is sizing up a company through its financial report. As she reads, she looks at more than facts and figures — *she reads between the lines*. The report will impress her more favorably if the message is presented clearly and in good taste; if the pictures are well printed; if the paper has the appearance of quality. Whenever a company shows respect for a reader through this kind of attention to detail, that company will win respect in return. *Respectful printing begins with a good printer*. See him early. Most likely he'll recommend Warren printing papers, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*

Warren's
HIGH STANDARD

printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Named Advertising and Public Relations Director of S&V

Ralph Linwood Clifford has been appointed director of advertising and public relations for Sinclair & Valentine Co. Mr. Clifford began his business career in Watertown, Mass., where he owned a portrait studio and became editor and publisher of the *Watertown Times*.

He has served in the advertising production department of Macy's department store, New York City; as assistant production manager for Sachs Quality Stores, and as production manager for the Charles Schlaifer & Co., advertising agency. He came to his new position from the Brooklyn Art Gallery where he was promotion manager.

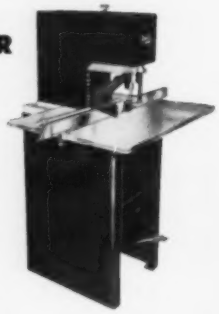
Named to AMA Executive Posts

Edward R. Gay, vice-chairman of the St. Regis Paper Co. board of directors, has been elected American Management Association vice-president in charge of research and development. George Dively, chairman and president of the Harris-Intertype Corp., was named to serve a three-year term on AMA's board of directors.

MINUTES MEAN MONEY!

HYDRILL

DRILLMASTER



The Super Speed Hydrill is a fast, efficient paper drilling machine. It features a new simplified automatic side-guide and hydraulic action with two hand control on the paper at all times. Drill head is under complete control thru entire cycle and can be stopped and re-set at any point. Faster action saves money.

The Super Speed Drillmaster is an economical, heavy duty drilling machine with automatic side-guide and foot control action for fast and efficient operation. Choose the drill the U.S. Navy uses.

Super Speed manufactures Super Speed Hydro Corner Cutter, Master Folder, Pacemaker Tipper, Saw Trimmer. Hydro Pack, Band-it, all steel Bindery Trucks, and Hollo Drills. Super Speed distributes Elless Stream Feeders, Cadm Rotary Collator, Rudge of Sheffield Knives, Magnalocks, Premier Ream Cutter. CV Autofolder and Sampson Skid Lifts.

CALL YOUR AUTHORIZED Super Speed SUPER SPEED DEALER

Super Speed PRINTING MACHINERY, INC.

242 SOUTH SHERMAN STREET • CHICAGO 5 ILLINOIS

PEOPLE IN THE NEWS

Devoted to timely items concerning men associated with the graphic arts industry. Copy must reach editor by 15th of month preceding issue date

LESTER N. LUKKASON has been appointed director of editorial services by the W. L. Towne Co., Inc., New York City advertising agency. Mr. Lukkason formerly was associated with the Oil Heat Institute and the National Lead Co.

FRANK CHUDOBA has been appointed machine tool coördinator of the Goss Co., a division of Miehle-Goss-Dexter, Inc., Chicago. He will handle all matters pertaining to machine tools (analyzing machine tool requirements and investigating the market for the availability of new machine tools), including interviewing representatives of machine tool makers.

JAMES GAGE has been appointed sales manager of the West Coast sales division of United States Printing and Lithographing division, Diamond National Corp., New York City.

GEORGE D. BARRON has joined the Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis., as an enamel paper sales representative. Mr. Barron, formerly associated with the Union Bag-Camp Paper Corp., will have his headquarters in the firm's merchant sales office in New York City.

HAROLD T. ANDREWS, BEN LAZARD, THOMAS A. BAYNES, and RALPH R. HAWKINS have been elected vice-presidents of

Daniel Romano of the Baldwin Paper Co., New York City, (left) was the grand prize winner in the "Go-For-Two" sales contest sponsored by the Oxford Paper Co. As top award winner of a nationwide contest, participated in by 800 members of the sales staffs of paper merchants and distributors, Mr. Romano was presented with a special Certificate of Achievement by Andrew M. McBurney (right), Oxford's vice-president of sales, at recent luncheon held in New York. He also received a complete RCA home entertainment center

"I'M WHISTLING while I work

because CROMWELL Offset Packing is of uniform thickness across the sheet • no lost time building up low spots"

And Cromwell Offset Packing is specially treated to eliminate slip. It *will not* creep under the blanket. Its hard, smooth finish eliminates "mushing out", even on a million run! The caliper and grain direction are printed on every sheet so you can't make a mistake. Arrows are placed every 10 inches for easy measurement.

All Cromwell Offset Packing, of which this caliper .005 is a sample, is unconditionally guaranteed for uniformity of thickness.

These advantages add up to quicker make-ready and no down-time or paper loss because of packing failure. And remember, the money you save when you avoid pressroom delays is your own!

Cromwell Offset Packing and Tympan are furnished in rolls or sheets in calipers .002 to .010, .012 and .015. Minimum quantities, one roll or 500 sheets cut to your specifications.

Cromwell paper company

180 North Wabash Avenue • Chicago 1, Illinois • DEarborn 2-6320

Manufacturers of: Papers (Impregnated • Coated • Laminated • Reinforced Flexible) • Bags • Sacks • Liners • Covers • (Single and multiwall construction, using all types of material to carry, cover or protect all types of products).

Please send information on Cromwell Offset Packing. 1 2

Name_____ Title_____

Company_____

Street_____

City_____ Zone____ State_____

the Lincoln Printing Co. of Illinois, Chicago. Mr. Andrews also has been named secretary-treasurer.

VICTOR CHAPIESKY has been appointed assistant Midwest sales manager of the Chemco Photoproducts Co., Inc., Glen Cove, L.I., N.Y. Mr. Chapiesky, who has been associated with the company for 12 years, will have headquarters in Chicago.

C. ROBERT SCOTT has been named sales manager of the Sweeney Lithograph Co., Inc., Belleville, N.J., a subsidiary of the Federal Paper Board Co.

WILLIAM D. JOYNER, formerly branch manager at Portland, Ore., has been moved to a major executive position with the H. S. Crocker Co., San Bruno, Calif. Mr. Joyner will have his headquarters in Los Angeles. ALFRED N. MARTIN succeeds Mr. Joyner as manager of the Portland office.

MAX LOUSIN has been appointed rotogravure and flexographic national product manager of the Sun Chemical Corp., New York City. Mr. Lousin will have his headquarters in Chicago. He formerly was president of Bensing Bros. and Deeney Illinois Corp. and its Louisiana corporation. Sun Chemical also named LEWIS R. HAWK and SIDNEY SHAPIRO as flexographic-rotogravure assistant national product managers.

Max Lousin

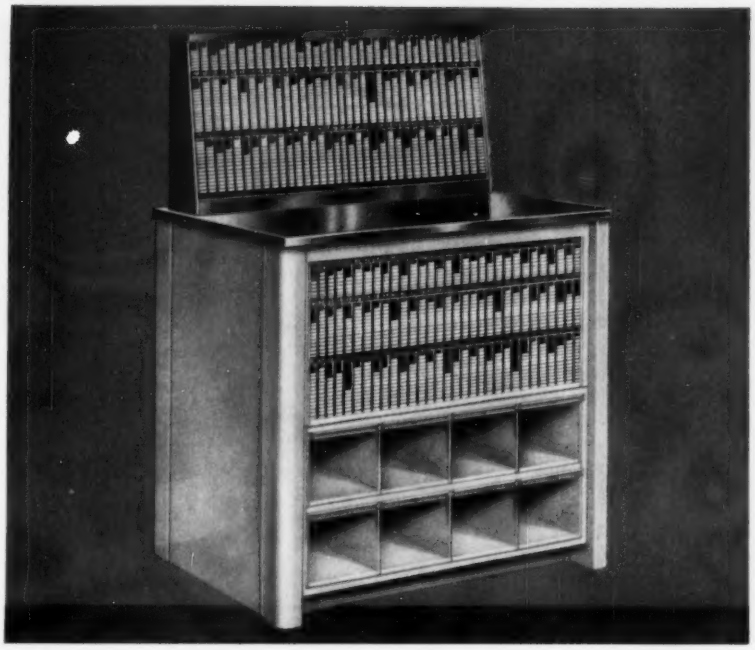
Paul A. Florian

PAUL A. FLORIAN has been named vice-president of Miehle-Goss-Dexter, Inc., Chicago. Mr. Florian formerly was administrative vice-president of the firm's Goss Co. division. He will be responsible for coordinating product planning activities.

CHARLES STEDMAN, formerly service engineer, has been promoted to production engineer by the Mergenthaler Linotype Co., Brooklyn. Mr. Stedman's territory includes Arizona, New Mexico, and El Paso, Tex.

WEBBER L. MASON has been appointed production engineer in the Arkansas, southern Missouri, and northwestern Mississippi territory of the Mergenthaler Linotype Co., Brooklyn. He will have his headquarters in Little Rock, Ark. CLARENCE KIPHART, production engineer, has been assigned territory which includes Chicago's south side as well as southern and western suburbs.

FREDERICK DAU has been elected vice-president for administration of the Champion Paper & Fibre Co., Hamilton, Ohio. STUART SKOWBO has been named vice-president and treasurer, and L. CLAIR NELSON, of the firm's legal staff, has been promoted to assistant secretary. LEWIS CLARK THOMSON has been named special assistant to the president.



Save composing room time-space

with Hamilton

ad assembly cabinet

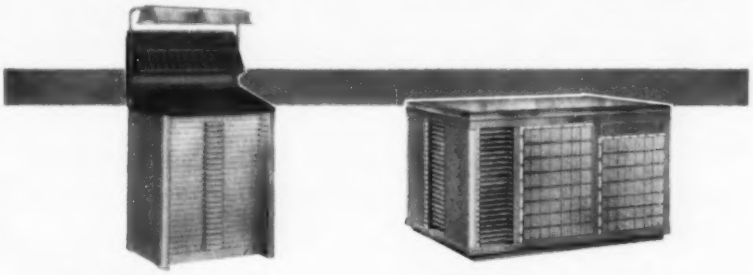
Everything you need in one area — *in front of you!* Save valuable floor space . . . avoid wasted time waiting . . . walking . . . searching. Enjoy instant accessibility for large quantities of your smaller size make-up materials. The best organized ad assembly cabinet available today.

The Hamilton No. 4109 ad assembly cabinet has 35″ x 24″ working surface with rack of 35 indexed compartments for small (4 to 32 picas) cut-to-measure materials.

Upper half of cabinet body has 31 compartments for cut-to-measure materials indexed from 33 to 61 picas.

Lower half of cabinet body has 8 bins 7⅜″ high x 7⅝″ wide for full-length materials.

Let Hamilton help you . . . write for complete catalog No. 28.



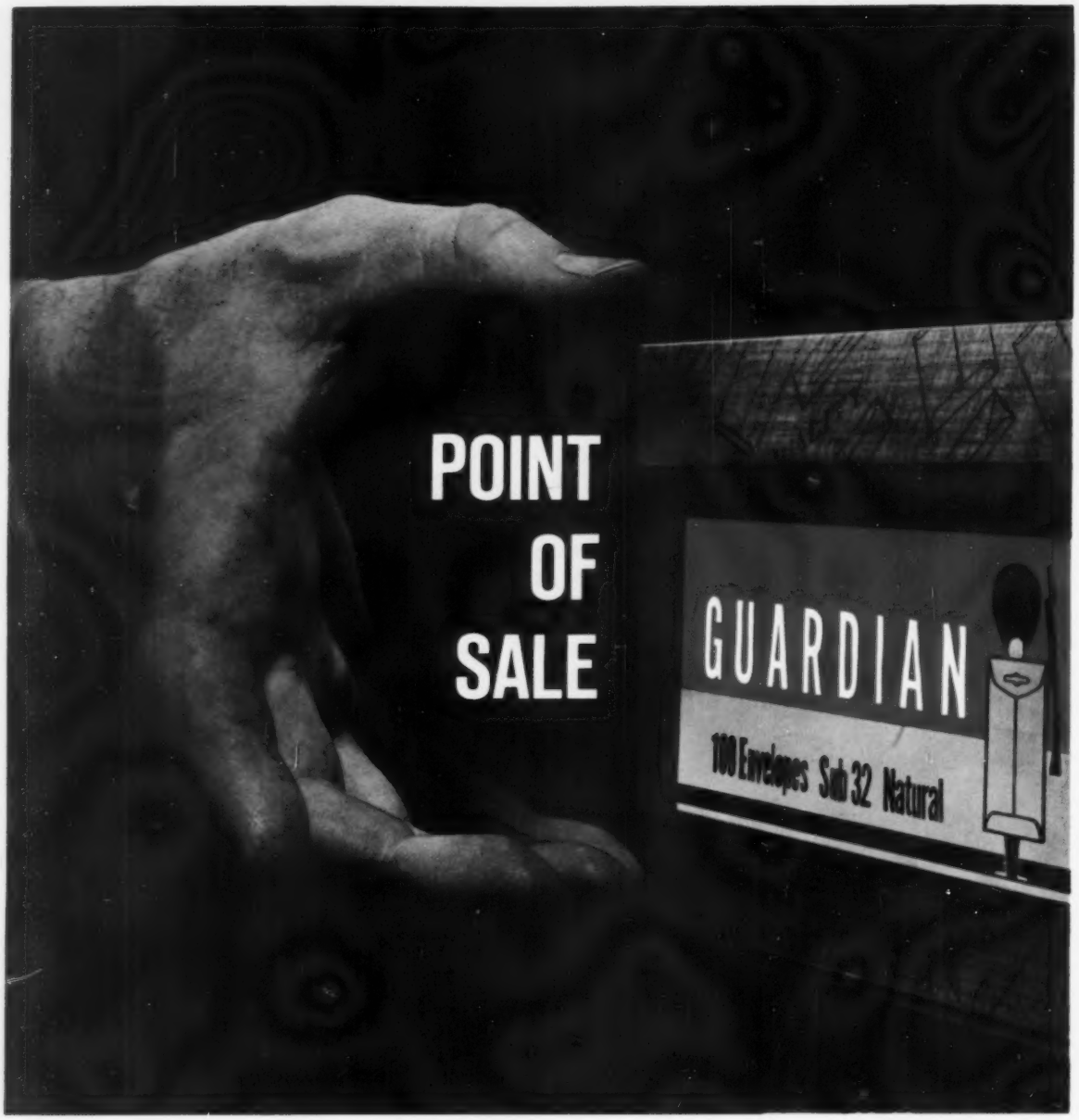
SINGLE TIER WALL CABINET No. 100
Holds 24 standard California job cases. Steel work top.

IMPOSING TABLE No. 1051
39″ x 65¼″ x 38¾″ high. Plane surface. Holds 1836 furniture pieces; 176 galleys 8¾″ x 13″.

Hamilton
PROFESSIONAL AND SCIENTIFIC FURNITURE

new dimensions in time and space efficiency for: physicians; dentists; industrial, hospital, school laboratories; draftsmen; printers; libraries; home laundries.

Hamilton Manufacturing Company, Two Rivers, Wisconsin



Packages you are proud to sell to your customers. Inside . . . . your choice of three quality clasp envelope styles: GLAZED, NATURAL, GRAY. *Move the Guardian Clasp line up front in your thinking.* Ask your paper merchant. Specify Guardian Clasp.

UNION ENVELOPE COMPANY

Where to buy

GUARDIAN CLASP
GRAY-GLAZED-NATURAL ENVELOPES

ALBANY, N. Y.
W. H. Smith Paper Corp.
ALLENTOWN, PA.
Klein Bros. Paper & Twine Co.
Lehigh Valley Paper Co.
G. A. Rinn Paper Co.
ATLANTA, GA.
Dillard Paper Co.
Sloan Paper Co.
Vulcan Paper Co.
AUGUSTA, GA.
Dillard Paper Co.
BALTIMORE, MD.
Whitaker Paper Co.
White Rose Paper Co.
BINGHAMTON, N. Y.
Binghamton Paper Co.
BIRMINGHAM, ALA.
Dillard Paper Co.
Jefferson Paper Co.
Sloan Paper Co.
Strickland Paper Co.
Whitaker Paper Co.
BLUEFIELD, W. VA.
Paper Supply Co.
BRISTOL, VA.
Dillard Paper Co.
BUFFALO, N. Y.
Franklin-Cowan Paper Co.
Gebhard Paper Co.
Hubbs & Howe Paper Co.
CHARLESTON, W. VA.
Capitol Paper Supply Co.
CHARLOTTE, N. C.
Dillard Paper Co.
Virginia Paper Co.
CHATTANOOGA, TENN.
Sloan Paper Co.
Southern Paper Co.
CINCINNATI, OHIO
Chatfield Paper Corp.
CLEVELAND, OHIO
Cleveland Paper Co.
COLUMBUS, OHIO
Sterling Paper Co.
COLUMBIA, S. C.
Palmetto Paper Co.
DALLAS, TEX.
E. C. Palmer & Co.
Southwestern Paper Co.
DAYTON, OHIO
Chatfield Paper Corp.
DES MOINES, IOWA
Bermingham & Prosser Co.
Pratt Paper Co.
DUBUQUE, IOWA
Weber Paper Co.
EVANSVILLE, IND.
McMurtry-Martin Papers, Inc.
ELMIRA, N. Y.
Horowitz Brothers
FORT WAYNE, IND.
Millcraft Paper Co.
Taylor-Martin Papers, Inc.
FORT WORTH, TEX.
Southwestern Paper Company
Lind Paper Co.
GREENSBORO, N. C.
Dillard Paper Co.
GREENVILLE, S. C.
Dillard Paper Co.
HAGERSTOWN, MD.
Antietam Paper Co.
HARRISBURG, PA.
Paper Distributors of Harrisburg
Penn Paper Co.
HOUSTON, TEX.
Houston Paper Co.
E. C. Palmer & Co.
HUNTINGTON, W. VA.
Cincinnati Cordage & Paper Co.
INDIANAPOLIS, IND.
Century Paper Co.
Chatfield Paper Corp.
Indiana Paper Co.
C. P. Lesh Paper Co.
JACKSON, MISS.
Central Paper Co.
Townsend Paper Co.
JACKSONVILLE, FLA.
Virginia Paper Co.
JAMESTOWN, N. Y.
Kenneth W. Fosburg Co.
Millcraft Paper Co.
KANSAS CITY, MO.
Bermingham & Prosser Co.
Butler Paper Co.
Weber Paper Co.
KNOXVILLE, TENN.
Cincinnati Cordage & Paper Co.
Dillard Paper Co.
Southern Paper Co.
LITTLE ROCK, ARK.
Roach Paper Co.
LOUISVILLE, KY.
Southeastern Paper Co.
MACON, GA.
Dillard Paper Co.
MEMPHIS, TENN.
Memphis Paper Co.
Roach Paper Co.
Southland Paper Co.
Western Newspaper Union
MIAMI, FLA.
Southern Paper Co.
MONTGOMERY, ALA.
Weaver Paper Co.
NEW ORLEANS, LA.
A to Z Paper Co.
D & W Paper Co.
Liberty Paper Co.
E. C. Palmer & Co.
NASHVILLE, TENN.
Clements Paper Co.
NORFOLK, VA.
Old Dominion Paper Co.
OMAHA, NEB.
Field Paper Co.
PHILADELPHIA, PA.
T. W. Price Co.
J. L. N. Smythe Co.
Wilcox-Walter-Furlong Paper Co.
PITTSBURGH, PA.
Chatfield & Woods Co. of Penn.
RALEIGH, N. C.
Dillard Paper Co.
READING, PA.
M. J. Earl Co.
RICHMOND, VA.
Virginia Paper Co.
ROANOKE, VA.
Dillard Paper Co.
ROCHESTER, N. Y.
Economy Paper Co.
Fine Papers, Inc.
ST. LOUIS, MO.
Bermingham & Prosser Co.
Butler Paper Co.
SHREVEPORT, LA.
Louisiana Paper Co.
Western Newspaper Union
SCRANTON, PA.
Megargee Bros., Inc.
Pennsylvania Paper & Supply Co.
Wilcox-Walter-Furlong Paper Co.
SPRINGFIELD, MO.
Butler Paper Co.
Springfield Paper Co.
SYRACUSE, N. Y.
Miller Paper Co.
TAMPA, FLA.
Graham-Jones Paper Co.
E. C. Palmer & Co.
TOLEDO, OHIO
Cannon Paper Co.
TROY, N. Y.
Troy Paper Co.
TULSA, OKLA.
Beene Paper Co.
Tulsa Paper Co.
WASHINGTON, D. C.
Frank Parsons Paper Co.
Virginia Paper Co.
WHEELING, W. VA.
Olmstead Paper Co.
WICHITA, KANS.
Butler Paper Co.
Wichita Paper Co.
WILKES-BARRE, PA.
General Supply & Paper Co.
Union Paper & Supply Co.
H. A. Whiteman & Co.
WILLIAMSPORT, PA.
Susquehanna Paper & Box Co.
WILMINGTON, N. C.
Dillard Paper Co.
WINSTON-SALEM, N. C.
Dillard Paper Co.
YORK, PA.
Andrews Paper House of York

UNION ENVELOPE COMPANY

POINTERS for PRINTERS

PRINTER and LITHOGRAPHER pays $5 for each item used in this column

Handling Ink Problems—Crystallization

Ink crystallization frequently occurs because base colors do not penetrate the stock sufficiently. It may also be caused by subsequent colors not setting properly into base colors, usually because the base is too dry as a result of too much drier being used or because too much time has elapsed between the color runs. To overcome the penetration problem, mix 12 ounces of gum spirit turpentine with four ounces of paraffin wax, and use one-half to one ounce of the mixture with one pound of ink. To keep the base colors from drying too quickly, mix paraffin oil, oil, or vaseline in the ink.

Magnets Hold Color Sheets in Place

A good way to hold color OK sheets for convenient reference is to clamp them on a slanted display board with magnets. Tape or glue two strips of metal on the board. When you place the OK sheet on top of the board (and the metal strips) two magnets placed on top of the sheet and over the strips will hold the sheet in place. —Martin Odell, Gospel Trumpet Co., Anderson, Ind.

Get Paid for Handling Customer's Stock

Whenever a customer furnishes his own stock for a job, the printer should figure the cost of handling the stock in the price of the job. One way to arrive at a reasonable stock-handling figure is to figure and charge the markup that would normally be included in the cost of the paper if the printer furnished it. In other words, make a complete estimate for the job, including stock, markups, etc., and then subtract the cost of the stock.

Care and Use of Composing Sticks

Where jobs call for odd measures of type, such as one to five points over or under a given measure, the micrometer stick is an invaluable asset. But if you don't have a micrometer stick, you can get the same results by inserting one to five points in leads in the thumb side of the stick. Leads and slugs should never fit tightly into any measure. It is better to cut leads a bit short rather than oversize.

In setting a take, it is better to empty the stick often, even if you have only a few lines, because filling it to capacity tends to spread the last few lines, particularly if you are a tight spacer. This often happens in the smaller sizes such as 6-, 8-, and 10-point.

It's a good idea to oil sticks occasionally with a light oil to prevent rusting, and to hang them up or place them in a suitable rack when not in use.—Alvin E. Mowrey, Franklin, Pa.

How to Pull "Flat" Mat Out of Linecaster

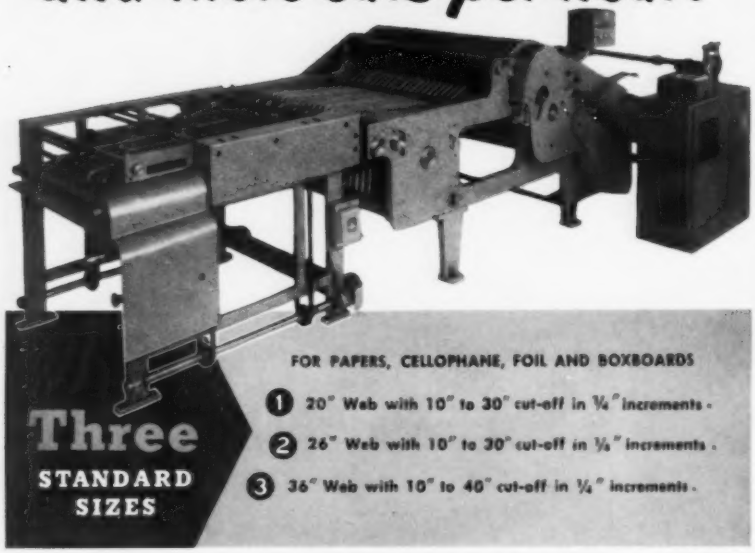
Our linecasting machine operators use a trick that saves them both time and aggravation when they have a "flat" mat in the magazine. They wrap an ordinary rubber band around the end of a long hook and insert the hook into the magazine. They pull out the mat by pressing it against the magazine and the rubber band.—Donald Lane, Scott Printing Co., Jersey City, N.J.

Nonprinting Numbers Help Job Preparation

Page numbers are convenient in makeup and lockup on booklet and other jobs, but sometimes they are not specified. In these cases, we set them anyway, cut six points off the base, and put them in the form. They do not print, but because they can be instantly seen, they prevent page transpositions.—Richard J. Fastner, Editor, *Cloud Chaser* magazine, St. Cloud, Minn.

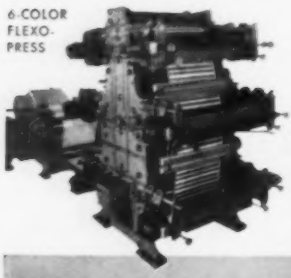
NEW PACKER ROTARY CUT-OFF SHEETER

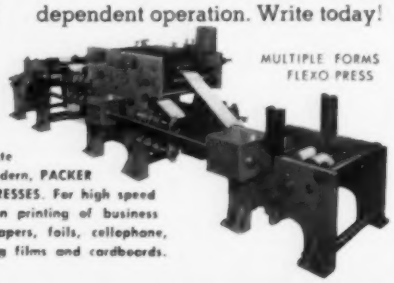
Delivers 15,000 and more cuts per hour!



One or five sheet collecting cylinder — Shingling type delivery table or Jogger-Stacker

For efficient operation nothing quite matches the Packer high speed, Rotary Cut-Off Sheeter. Sturdily constructed for heavy-duty work, it is ideal for operations with forms presses and for sheeting roll printed carton blanks for flat bed die-cutting. Operates up to 15,000 and more cuts per hour, dependent upon material thickness and stiffness. Standard cutter includes shingling delivery table; but can also be furnished with Jogger-Stacker driven directly from sheeter, and in relation to repeats. Jogs two sheets — has adjustable lowering table and skid loading rack that does not require machine stoppage. Sheeter and/or Jogger-Stacker can be used in-line or motorized with roll stand for independent operation. Write today!





Investigate these modern, PACKER FLEXO-PRESSES. For high speed production printing of business forms, papers, foils, cellophane, packaging films and cardboards.

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Manufacturers of "CHAIN-HOLE" PUNCH Printing and Die Cutting Equipment

PEOPLE IN THE NEWS

Devoted to timely items concerning men associated with the graphic arts industry. Copy must reach editor by 15th of month preceding issue date

Raymond D. Balcon has been elected executive vice-president and a member of the executive committee of the Forbes Lithograph Manufacturing Co., Boston. Since joining the company in 1957, Mr. Balcon has served as assistant treasurer and assistant controller, plant manager, and vice-president in charge of manufacturing. He is also a member of the board

Raymond Balcon

George H. Herrick

of directors. George H. Herrick has been elected treasurer and clerk succeeding Everett F. Bowden, who has retired. William P. Greenwood has been appointed plant manager of the company. Associated with the company since 1936, he formerly was manager of offset and letterpress printing.

W. P. Greenwood

Chandler Echols

Chandler Echols has joined the Goss Printing Press International, S.A., a wholly-owned subsidiary of Miehle-Goss-Dexter, Inc., Chicago, covering all areas outside the United States and Canada. After a three-month training and indoctrination program, he will be stationed in South America where he will serve the firm as a sales representative.

Edward E. Ashworth, Jr., has been appointed personnel manager of the Rochester, N.Y., division of the Stecher-Traung Lithograph Corp.

Malcolm J. Magid has been appointed Southeastern sales representative by the Vulcan Rubber Products division of Reeves Brothers, Inc., New York City. With headquarters in Atlanta, Mr. Magid

will cover Alabama, Florida, Georgia, Mississippi, North and South Carolina, Virginia, and parts of Tennessee.

CHARLES P. HACKETT has been named assistant Chicago branch manager by the American Type Founders Co., Elizabeth, N.J. Mr. Hackett formerly was an ATF sales representative in New Orleans.

Jack Graham

Iner Anderson

JACK GRAHAM and INER ANDERSON have been appointed district representatives by the Frye Manufacturing Co., Des Moines, Ia., for the Illinois-Wisconsin territory. Mr. Graham formerly was associated with the Rhinelander Paper Co. for over eight years. Mr. Anderson formerly was connected with Lever Bros.

NORMAN B. TURNBULL has been appointed San Diego, Calif., representative for the S. K. Smith Co., manufacturers of school book and catalog covers. Mr. Turnbull formerly was San Diego representative for Coast Envelope Co.

D. G. HERELEY CO., 1607 Howard St., Chicago, has been appointed the Chicago area representative of Charles J. Weigel, Inc., producer of specialty products for the printing ink industry.

VINCENT CARCARO, a Midwestern sales representative for the Chemco Photoproducts Co., Inc., Glen Cove, L.I., N.Y., has been transferred from Cleveland to Atlanta.

WILLIAM A. KINDORF, SR., has been appointed vice-president and general manager of Simmons-Woodward, Inc., St. Louis. Mr. Kindorf was vice-president and factory manager of the company, a subsidiary of the Universal Match Corp.

RICHARD M. NASH and JOHN C. LITTLE have been appointed vice-president for finance and secretary-treasurer, respectively, of the National Publishing Co., Washington, D.C. Mr. Nash formerly was secretary-treasurer, and Mr. Little was his assistant.

John C. Little

Richard M. Nash

Richard E. Lewis

William Henderson

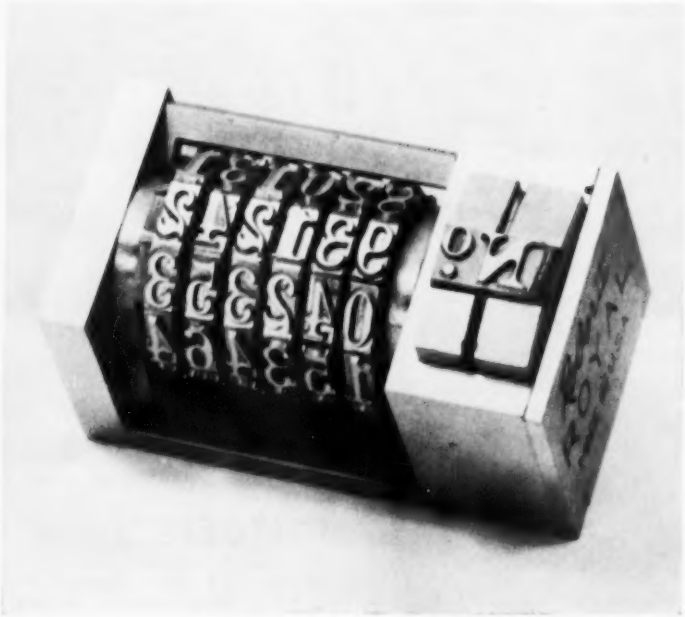
RICHARD E. LEWIS has been elected vice-president and sales manager of R. Hoe & Co., Inc., New York City. Mr. Lewis formerly was director of the Mechanical and Service Division of the American Newspaper Publishers Association's Research Institute. WILLIAM W. HENDERSON, vice-president of press sales, has also assumed the administration of the press engineering division.

HAROLD BORLAND has joined Ennis Business Forms, Inc., Ennis, Tex. He will handle correspondence with dealers in Texas and Puerto Rico.

KENNETH R. JAMES has retired as assistant treasurer and assistant secretary of the New York & Pennsylvania Co., New York City. He has been associated with the company for 49 years.

KENNETH G. POINTER has joined the Hollingsworth & Whitney sales division of the Scott Paper Co., Chester, Pa., as a printing paper coördinator. In this capac-

ROBERTS (Since 1889) ANNOUNCES



This new and simpler type-high numbering machine looks familiar but is vastly different. You take it apart with fingers only, in seconds. (Patents pending.)

This great boon to flatbed printers, the Roberts Royal, was unveiled for the first time at the Printing Industry of America Exhibit.

When you want to clean the unit or change skip wheels you simply use your fingers to remove and replace wheels, wheel shaft and plunger. No screws are involved and no tools are needed.

Note the Tru-Lok Safety Bar to prevent over-riding of wheels. This feature can be added to all Roberts Royal models at slight extra cost, at any time.

Another advance is a more positive transfer of power from plunger to actuating swing, with resulting less wear and longer life.

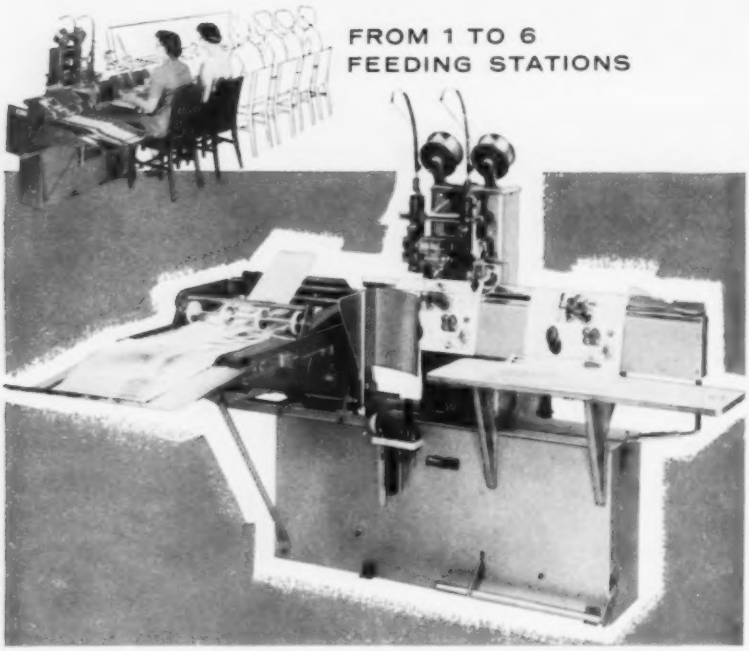
As you would expect of Roberts, the new Royal type-high unit is as precise as a polished piston and as tough as the hardened tool steel of which all moving parts are made.

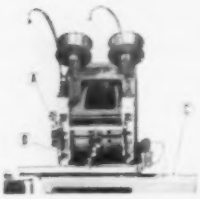
Write Roberts Numbering Machine Division, Heller Roberts Manufacturing Corp., 700 Jamaica Ave., Brooklyn 8, N. Y.

Rosback auto-stitchers

grow with your business

FROM 1 TO 6
FEEDING STATIONS





A Set Left Head on graduation of space required.

B Raise Lever to loosen Head and Lower Lever to lock Head.

C Position First Staple in Book According to Graduation.

Single Station Auto-Stitcher with Back Table gives 2 Feeding Stations • 2-Station with Back Table gives 3 Feeding Stations • Gathering Saddle adds 4 Feeding Stations to Auto-Stitcher • Single Station with Gathering Saddle gives 5 Feeding Stations • 2-Stations with Gathering Saddle gives 6 Feeding Stations • Stitches automatically staggered which allows trimming of the pile of books • From 1 to 4 Heads can be used on the Machine • When 4 Heads are used in 2-up work, the stock to be stitched should not exceed 1/16" in thickness • Speed variable at will of Operator • Maximum speed 4,100 per hour • Maximum size book 11½ x 15.

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Benton Harbor, Michigan

ity, he will work with the H&W sales force and its merchant customers.

James D. McCarron has been named the Newark, N.J., representative for the Hamilton Autographic Register Co., Hamilton, Ohio. Mr. McCarron formerly was a salesman for the J. B. Card & Paper Co.

William Frampton

James McCarron

William Frampton has been named sales manager of the Haynes Lithograph Co., Rockville, Md. He formerly was sales manager of the company's Philadelphia office.

Synder & Black & Schlegel, White Plains, N.Y., has relocated its New York City office at 501 Madison Ave.

Marion D. Cloud is the branch manager of the Schmidt Lithograph Co.'s Chicago office which is now located at 720 N. Michigan Ave.

Ernest Williams has been appointed general sales manager of the Rossotti Lithograph Corp., North Bergen, N.J. Mr. Williams formerly was Western regional sales manager of Metal Edge Industrials, Inc., special box converters.

Carl E. Swanson has been elected executive vice-president of the McGill-Warner-Farnham Co. of Minneapolis. Mr. Swanson formerly was assistant to the president.

Eugene Kelley has retired as president of the Eilert Printing Co., New York City. William H. Warden has been elected president and treasurer of the company, and Carl A. Olsen has been named treasurer.

Anthony T. Stavaski, associate professor of industrial arts at the California State College, California, Pa., has taken a leave of absence after 25 years of uninterrupted service as an instructor of graphic arts and plastics.

Anthony Stavaski

William A. Bailey

William A. Bailey has been named manager of the printing department of the B. F. Goodrich Industrial Products Co., Akron, Ohio. Mr. Bailey, formerly foreman of the department, succeeds James R. Bedell, who is on special assignment.

CHALLENGE OFFERS FREE PROOF PRESS BOOKLET

Latest Challenge proof press booklet describes 12 different models of proof presses available to meet your various proofing needs—ranging from a low-cost galley proofer to fine reproduction proofing machines.

FREE INFO-BOOK
On Proof Presses

Also included is descriptive information on the new low-cost quality proofer, the Challenge EZ Model designed to meet the all-round needs of many shops.

This equipment can make your proofing operations and typographic department more profitable and productive . . . meet your growing reproduction proof needs... enable you to supply better proofs ...and even make direct-image offset plates direct from type forms.

For your *free* copy, write The Challenge Machinery Company, Grand Haven, Michigan.

If you are installing your own platemaking department or supplementing present equipment . . . it will pay you to examine the obvious quality, yet low priced, Clydesdale cameras and platemaking units. If you wish, we will be glad to arrange a demonstration at your convenience.

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Write for Free Catalog!

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item. New Literature copy must reach the editor by the 15th of the month preceding magazine's issue date

Ideal Roller Booklet

The Ideal Roller & Manufacturing Co., 2512 W. 24th St., Chicago 8, has issued a booklet on the cleaning and care of rollers. The 12-page booklet contains pictures of damaged rollers and describes the causes.

D.M.R. Unit Booklet

A catalog and booklet on the D.M.R. unit, a two-lamp, four-foot unit for individual or continuous mounting has been issued by the Miller Co., Meriden, Conn. The booklet contains preplanned layouts indicating how many fixtures are needed and where to mount them.

Friden Code Converter

A booklet showing the features of the Friden Code Converter has been issued by Friden, Inc., 1 Leighton Ave., Rochester 2, N.Y. The booklet includes a brief description of the machine, and shows the machine from several key angles.

Lithographic Equipment Catalog

A 20-page catalog of its lithographic equipment has been issued by the Hamilton Manufacturing Co., Two Rivers, Wis. The illustrated book shows layout tables; retouch, drawing, and paste-up tables; etching tables; developing sinks; storage equipment, as well as pressroom and bindery accessories.

Testing U.S.A.

"Testing U.S.A.," a four-page bulletin which comes out six times a year, is available from Testing Machines, Inc., 72 Jericho Turnpike, Mineola, N.Y. The bulletin describes new machines and test methods for all industries.

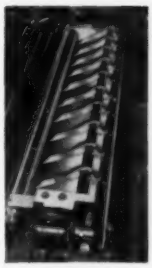
Weston Bond Sample Book

A 5½x8½-inch sample book, issued by the Bryon Weston Co., Dalton, Mass., presents the selection of 25% cotton fiber bond papers available in the Weston Bond line. Complete information as to stock sizes,

A 5½x8½-inch sample book presents the papers available in the Weston Bond line

EVERY PRINTER WILL BENEFIT BY USING ortleb ink agitators

With "dog eat dog" competition in the Graphic Arts field . . . the installation of Ortleb Agitators, as a means of reducing production costs, cannot be taken lightly.



With Ortleb Agitators, ink costs are likely to be 10% to 25% lower. Spoilage is avoided. Color uniformity is maintained. Labor ("giving the ink a stir") is ended for good.

Ortleb Agitators are available for all makes of presses and are exceptionally beneficial when used on split-fountain multi-color runs.

Why not drop us a line and request our literature. Tell us what presses you have and let us surprise you with the *low cost of Ortleb Agitators* and proof of their long service life of more than 30 years in many plants. *Write today!*

Ortleb Machinery Company
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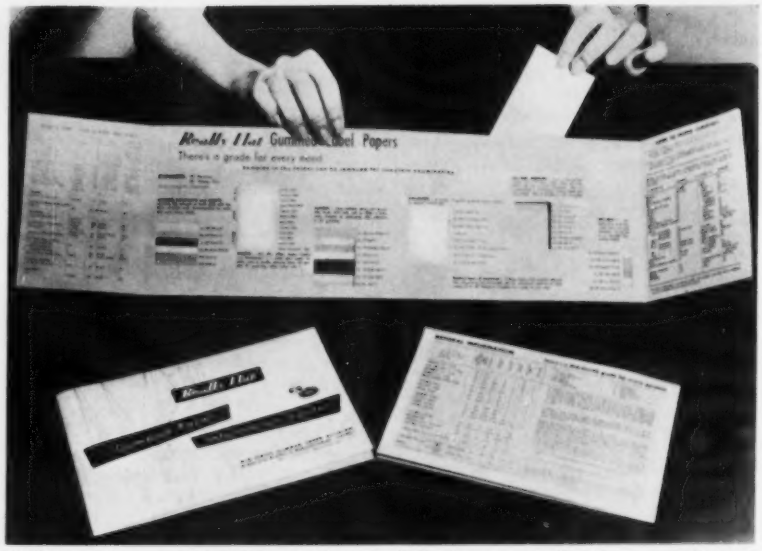
substance weights, and weights per 1,000 sheets of standard items is presented along with details on opaque bond, litho finish, typewriter sizes, packets, envelopes, and stationery cabinets. Die-cut sample leaves present the full range of weights, fluorescent white, traditional white, colors, opaque white, and litho finish.

Really Flat Gummed Paper Sample Book by Mid-States

A new Really Flat gummed paper sample book has been issued by the Mid-States Gummed Paper Division of Minnesota Mining and Manufacturing Co., 6850 S. Harlem Ave., Bedford Park (Argo P.O.), Ill. The book has Mid-States' innovations of removable swatch samples for closer inspection and proper gummed paper selection. It contains 49 gummed paper samples in six swatch groups—all with identification.

The book also contains a guide-to-proper-gumming chart which lists various common surfaces to which gummed paper will adhere. A general information guide on the back of the book describes the various papers, lists their basis weight (ungummed), classifies them into categories, and explains the various printing methods and inks which work best with each stock.



Mid-States Gummed Paper has issued a sample book for its Really Flat gummed paper

Ascorlux Catalog

The American Speedlight Corp., 63-01 Metropolitan Ave., Middle Village 79, N.Y., has issued an eight-page catalog covering the complete line of Ascorlux Xenon Arc equipment. Printed in two colors, the illustrated catalog contains complete technical specifications of the lamps, power supplies, and accessories which comprise the line.

Equipment Leasing Booklet

A comprehensive picture of the benefits, procedures, and costs involved in acquiring or selling machinery and equipment on a rental basis is given in the booklet, "Equipment Leasing Facts: A Single Machine or a Complete Plant," published by the Armstrong Leasing Corp., 60 E. 42nd St., New York City.

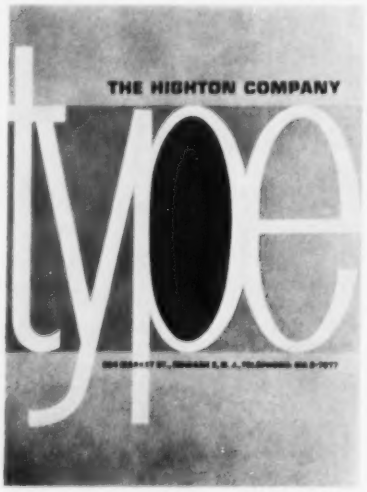
Photo Pop-Ups

A new ideal in die-cut, photo pop-ups has been offered for syndication by Sales Starters, Box 464, Great Neck, L.I., N.Y. Pressure-sensitive backing permits immediate affixing to anything that folds or closes—letters, folders, brochures, etc.

Highton Type Specimen Book

A 52-page, two-color type specimen book has been prepared by the Highton Co., 224 Market St., Newark, N.J. The book has been divided into three sections: the first shows one-line type specimens which can be set both by hand and machine, together with available sizes; the second contains only machine-set type, and the third shows more than 20 categories of available rules, borders, and ornaments.

Highton Co.'s 52-page, two-color type specimen book is divided into sections



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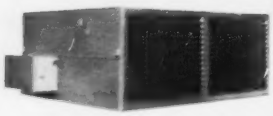
WATER or STEAM
UNIT
HUMIDIFIERS

cut your static and register problems, and dimensional changes in paper with

LOW-COST
HUMIDITY CONTROL



TYPE BA

- Guaranteed, self-contained water or steam units have low first cost, low operating cost.
- Automatic controls.
- Easy to install; need only water or steam supply, drain, electrical connection.

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1. Catalog details, illustrates complete line of 14 units to suit your need, any size area.
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FIVE DIFFERENT KINDS OF LISTINGS ARE INCLUDED IN THIS DIRECTORY OF MACHINERY, EQUIPMENT, SUPPLIES, AND PAPER TO BE USED BY THE GRAPHIC ARTS INDUSTRY

1

Manufacturers of machinery, equipment, and supplies are listed alphabetically by products. See next page for complete explanation of how to use simplified numerical classification system.

(Begins on page 129)

2

All printing papers are classified alphabetically by kinds of paper. Various makers of each kind of stock are shown alphabetically.

(Begins on page 168)

3

A list of advertisers and other important firms shows the addresses of the branch offices to the nearest of which readers will wish to direct their inquiries and orders.

(Begins on page 173)

4

A representative group of leading printing machinery dealers is listed alphabetically.

(See page 176)

5

Booklets and other educational material offered by advertisers free to the trade are classified and described. Mailing card is included. This is another *IAPL* service for you.

(See pages 179-180)

The Inland and American

Printer and Lithographer

Annual Directory

Equipment Services & Supplies

While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of a change, error, or omission in the various listings. Every effort has been made to secure authentic information direct from supply firms, equipment manufacturers, and the paper mills.

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W. H. Smith Paper Corp.
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ALLENTOWN, PA.
G. A. Rinn Paper Co., Inc.
1101 N. Plymouth St.

ATLANTA, GA.
Whitaker Paper Co.
641 Whitehall St., S. W.
Wyant & Sons Paper Co.
210 Walker St., S. W.

AUSTIN, TEXAS
Weiner Paper Co.
208 W. 4th

BALTIMORE, MD.
Baltimore-Warner Co.
104 E. Lombard St.
Barton, Duer & Koch
415 E. Lombard St.
Bradley Reese Co., Inc.
433 Guilford Ave.

BIRMINGHAM, ALA.
Whitaker Paper Co.
1809 First Ave. N.

BOSTON, MASS.
Bradford Paper Co.
727 Atlantic Ave.

BRIDGEPORT, CONN.
Equity Paper Co.
640 Knowlton St.

BUFFALO, N. Y.
Franklin-Cowen Paper Co.
210 Ellicott St.
Gebhard Paper Co., Inc.
500 Carlton St.

BUTTE, MONT.
Ward-Thompson Paper Co.
820 Utah Ave.

CANTON, OHIO
Herrington Paper Co.
4880 Hills & Dales Rd., N. W.

CEDAR RAPIDS, IOWA
Evans Paper Co.
1110 G Ave., N. E.

CHARLOTTE, N. C.
Caskie Paper Co., Inc.
308 E. 4th St.
Virginia Paper Co., Inc.
416 W. Third St.

CHATTANOOGA, TENN.
Bond-Sanders Paper Co.
1218 Carter St.

CHICAGO, ILL.
Forest Paper Co.
1040 W. Adams St.
Marquette Paper Co.
333 W. Lake St.

CINCINNATI, OHIO
The Whitaker Paper Co.
Sixth & Lock Sts.

CLEVELAND, OHIO
Brewer-Chilcote Paper Co.
1231 Main Ave.
Cleveland Paper Co.
1640 Superior Ave.

COLUMBUS, OHIO
Sterling Paper Co.
560 S. Front St.

DALLAS, TEX.
E. C. Palmer & Co.
2201 Laws St.

DAYTON, OHIO
Central Ohio Paper Co.
201 E. Sixth St.
The Jack Walkup Paper Co.
401 Hartford St.

DENVER, COLO.
Graham Paper Co.
707 Alcott St.

DES MOINES, IOWA
Western Newspaper Union
108 W. Seventh St.

DETROIT, MICH.
Chope-Stevens Paper Co.
240 Chene St.
Standard Paper Co.
2607 Fourteenth St.

DUBUQUE, IOWA
Weber Paper Co.
136 Main St.

FARGO, N. D.
Western Newspaper Union
402 Fourth Ave., N.

FLINT, MICH.
Beecher, Peck & Lewis
2211 Lapeer Rd.

FORT WAYNE, IND.
The Millcraft Paper Co.
1001 Wells St.

FORT WORTH, TEX.
Southwestern Paper Co.
T & P Terminal Warehouse

GRAND RAPIDS, MICH.
Grand Rapids Paper Co.
Ionia Ave. & Logan

GREEN BAY, WIS.
Steen-Macek Paper Co.
411 N. Washington St.

HOUSTON, TEXAS
E. C. Palmer & Co.
802 Walnut St.

INDIANAPOLIS, IND.
Central Ohio Paper Co.
530 E. Ohio St.
Century Paper Co.
207 S. Meridian St.

KALAMAZOO, MICH.
Bermingham & Prosser Co.
508 E. Frank St.

KANSAS CITY, KAN.
Wyco Paper Co.
511 N. 6th St.

KANSAS CITY, MO.
Weber Paper Co.
1200 Union Ave.
Wertgame Paper Co.
2015 Grand

KNOXVILLE, TENN.
Southern Paper Co., Inc.
1907 Grand Ave.

LANSING, MICH.
The Dudley Paper Co.
740 E. Shiawassee St.

LINCOLN, NEB.
Western Newspaper Union
22nd & Y Sts.

LITTLE ROCK, ARK.
Western Newspaper Union
Second & Commerce Sts.

LOS ANGELES, CAL.
American Paper Co.
1149 S. Los Angeles St.
California Paper Prod. Co.
811 Traction Ave.

LOUISVILLE, KY.
Premier Paper Co.
116 S. 8th St.

LYNCHBURG, VA.
Caskie Paper Co.
33-37 Cabell St.

MEMPHIS, TENN.
Western Newspaper Union
395 S. Front St.

MENASHA, WIS.
Yankee Paper & Specialty Co.

MIAMI, FLA.
Coronet Paper Products Co.
38 N. W. 7th St.

MILWAUKEE, WIS.
Oshkosh Paper Co.
106 N. Broadway
Sensenbrenner Paper Co.
126 N. Jefferson St.
Yankee Paper & Specialty Co.
118 N. Jefferson

MINNEAPOLIS, MINN.
C. J. Duffey Paper Co.
528 Washington Ave., N.

NASHVILLE, TENN.
Bond-Sanders Paper Co.
Sidco Drive & Fontana Ave.

NEW ORLEANS, LA.
A to Z Paper Co.
630 So. Front St.
E. C. Palmer & Co., Ltd.
523 Lafayette St.

NEWARK, N. J.
Merling Paper Co.
32-36 Newark St.
National Paper Co. of N. J.
30 Hill St.

NEW YORK, N. Y.
Bloch Brothers Paper Co.
111-119 West 19th St.
Capital Paper Co., Inc.
106 7th Ave.
David L. Engel
9 Bond St.
Ris Paper Co., Inc.
531 West 25th St.
Sarle Co., Inc., John F.
50 Hudson St.
Saxon Paper Co.
240 West 18th St.
Schlosser Paper Corp.
350 Hudson

OKLAHOMA CITY, OKLA.
Western Newspaper Union
Second & Harvey Sts.

OMAHA, NEB.
Western Newspaper Union
621 S. 15th St.

OSHKOSH, WIS.
Oshkosh Paper Co.
58 Algoma Blvd.

PHILADELPHIA, PA.
Clinton Envelope & Paper Co.
N. W. Cor. 10th & Lombard
Rhodes Paper Co.
2400 Walnut St.
Schuylkill Paper Co.
116 South 7th St.
Schwartz Paper Co.
303 Vine St.

PITTSBURGH, PA.
The Whitaker Paper Co.
1005 Beaver Ave., N. S.

PORTLAND, ORE.
Fraser Paper Co.
25 N. W. Front Ave.

PROVIDENCE, R. I.
Providence Paper Co.
160 Dorrance St.

RICHMOND, VA.
Richmond Paper Co., Inc.
2109 Laumar

ROCHESTER, N. Y.
Genesee Valley Paper Co., Inc.
1175 Main St., East

ROCK ISLAND, ILL.
C. J. Duffey Paper Co.
301 Second St.

ST. LOUIS, MO.
Central States Paper & Bag Co.
5221 Natural Bridge
Pioneer Paper Co.
2311 Chestnut St.

ST. PAUL, MINN.
C. J. Duffey Paper Co.
929 University Ave.

SALT LAKE CITY, UTAH
Western Newspaper Union
126 Pierpont Ave.

SAN ANTONIO, TEX.
A. C. Ross & Son Paper Co.
406 Dolorosa Street

SAN FRANCISCO, CAL.
Wilson-Rich Paper Co.
60 Federal St.

SEATTLE, WASH.
Kaplan Paper Co.
3rd & Washington Sts.

SIOUX CITY, IA.
Western Newspaper Union
5th & Virginia St.

SIOUX FALLS, S. DAK.
Western Newspaper Union
1503 S. Main St.

SPOKANE, WASH.
Independent Paper Co.
921 W. Broadway

SPRINGFIELD, MO.
Wertgame Paper Co.
1743 E. Trafficway

SYRACUSE, N. Y.
A. Campense & Co.
507 E. Washington St.

TERRE HAUTE, IND.
Mid-States Paper Co., Inc.
517 N. 13th St.

TOLEDO, OHIO
Cannon Paper Co.
395 Phillips Ave.

TULSA, OKLA.
Western Newspaper Union
601 E. 4th St.

WASHINGTON, D. C.
Andrews Paper Co.
804 First St., S. E.
John Floyd Paper Co.
2851 V St., N. E.

WATERLOO, IOWA
Iowa Paper Co.
909 Sycamore St.

WICHITA, KAN.
Southwest Paper Co.
140 N. Mosley St.

YOUNGSTOWN, OHIO
Cleveland Paper Co.
340 Ohio Edison Bldg.

CANADA

CALGARY, ALTA.
Clark Papers Ltd.
720 11th Ave., S. W.

EDMONTON, ALTA.
Clark Papers Ltd.
10262 107th St.

MONTREAL, QUE.
T. B. Little Papers, Ltd.
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REGINA, SASK.
Clark Papers Ltd.
1166 Broad St.

SASKATOON, SASK.
Clark Papers Ltd.
12-23rd St. East

TORONTO, ONT.
Whyte-Hooke Papers, Ltd.
112 Evans Ave., Etobicoke

WINNIPEG, MAN.
Clark Papers Ltd.
1320 Ellice Ave.

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HONOLULU
Paper Hawaii, Ltd.
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*New distributors are added from time to time. If you do not find one in your locality listed here, write us for current information.

9/60

The BROWN-BRIDGE Mills, Inc., Troy, Ohio

A

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1 Addressing
2 Mailing
3 Metered Mail Machines
4 Stamp Affixers and Envelope Sealing Mach.
5 Strip Printing
6 Wrapper Printing and Wrapping

1 2 3 4 5 6
ADDRESSING Machine & Equipment Co., 326 Broadway, New York 7
1 2 3
ADRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17
1 5 6
ANDERSON, C. F., & Co., 3225 Calumet, Chicago 16
6
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
6
BELL & Howell Phillipsburg Co., subsid. of Bell & Howell Co., Phillipsburgh, N.J.
2
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
2
DICK Mailer Co., 137 W. Tupper St., Buffalo 1
2
ELLIOT Addressing Machine Co., 143 Albany St., Cambridge 39, Mass.
1 6
LITHOID, Inc., 232 Cleveland Ave., Highland Park, N. J.
1 5
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago
2 6
PAYYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2
2
PITNEY Bowes, Inc., 757 Pacific St., Stamford, Conn.
2 3 4
POLLARD-Alling Mfg. Co., 220 W. 19th St., New York
1 2
SCRIPTOMATIC, Inc., subsid. of Fisher Machine Co., 310 N. 11th St., Philadelphia 7
1
STANDARD Duplicating Mach. Corp., Everett 49, Mass.
4
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
2
★WING'S, Chauncey, Sons, Greenfield, Mass.
2

ADHESIVES

1 Bookbinders' Glue
2 Cut Mounting Cement
3 Envelope Gums
4 Liquid Solders
5 Mailing Room Paste
6 Makeready Paste
7 Mounting, Cardboard
8 Padding Cement
9 Rubber Cement
10 Splicing Paste
11 Tape Cement
12 Plastic Adhesives

1 2 3 4 5 6 7 8 9 10 11
12
ADHESIVE Products Corp., 1660 Boone, New York 60
1 2 5 7 8 9
12
★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22
1 2 3 5 6 7 8 10
12
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
1 2 5 6 7 8 11
12

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ARABOL Mfg. Co., 110 E. 42nd St., New York 17
1 2 3 5 6 7 8 10
12
ARCHEM, Div. of American Roller Co., 1342 N. Halsted St., Chicago 22
1 2 5 6 7 8 10
12
ARMOUR Alliance Industries, Alliance, Ohio
1 3 7 8
ARTISTS Supply Co., 3194 E. 65th St., Cleveland 27
9
BINGHAM Brothers, Inc., 406 Pearl St., New York
1 5 6 8 10
BOOTH, E. A., Rubber Co., 2855 Scarborough, Cleveland
2 9
BRADLEY, Milton Co., 74 Park St., Springfield, Mass.
5
BROWN, Lindsay, Paint Co., 2601-75 W. Grand Ave., Chicago 12
7
BURRAGE Glue Co., 15 Vandewater St., New York 38
1 8
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
8 9

How to Use This Directory

● Items in this directory have, we believe, been listed in as comprehensive a manner as possible. Items have been cross-referenced. Certain related items have been grouped and sub-indexed by key numbers to facilitate finding, as, for example, "Adhesives." Under each firm name are key numbers showing the particular types of adhesives manufactured. These key numbers are spaced so they are aligned directly beneath the line of numbers immediately below the sub-classifications. Find the key number of the adhesive desired in the top line, trace vertically down the column with a straight-edge, and all the firms having that key number listed will easily be found.

1 2 3 4 5 6 7 8 9 10 11
12
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
6 8
CARB-N-SET Business Forms, 3318 W. 2nd, Dayton 17
8
CHAMPION Mfg. Co., 824 N. Caldwell, Charlotte, N. C.
1 8
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
5
CLARK Stek-O Corp., 1631 Dewey, Rochester 15, N.Y.
1 5 6 7 10
COMMERCIAL Paste Co., 504-520 Buttles, Columbus 8, O.
1 2 3 4 5 6 8 9 10
12
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
2
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12
9
CRESCENT Products Co., Terre Haute, Ind.
1 3 5 6 7 8
DE VERE Co., 3000 Clark St., Racine, Wis.
8
★DU PONT, E. I., de Nemours & Co., Photo Products Dept., Wilmington 98, Del.
1
★ECONO Products Inc., 132 Humboldt, Rochester 10, N.Y.
9
FASSON Products Div., 250 Chester St., Painesville, Ohio
12
FELTERS Co., 210 South St., Boston 11
FINDLEY, F. G., Co., 3033 W. Pemberton, Milwaukee 45
1 3 5 6 7 10
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
8 10
FULLER, H. B., Co., 255 Eagle St., St. Paul 2, Minn.
1 3 5 6 7 8 9 10
12
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
1 8
GLYCO Chemicals, 417 Fifth Ave., New York 16
12
GODFREY Roller Co., 215 N. Camac St., Philadelphia 7
1 6 7
GREEN'S Paste Works, 200 Liverpool Rd., Liverpool, N.Y.
1 5 6 8
GRUMBACHER, M., Inc., 460 W. 34th St., New York 1
9
HABERULE Co., P.O. Box 345, Wilton, Conn.
1 9
HOYT, Arthur S., Co., 20 Jerusalem, Hicksville, N.Y.
5 6 7 10
JOHNSON, Wm. R., Co., 3131 Western Ave., Seattle 1
1 8
KLEEN-STIK Products, Inc., 7300 W. Wilson, Chicago 31
LAYTON Elastic Glue Co., 1770 Canalport, Chicago 16
1 8
LECTRO-STIK Co., 4155 Montrose Ave., Chicago
LE PAGE'S, Inc., Essex Ave., Gloucester, Mass.
1 3 8 9
LOX Mfg. Co., 310 E. 31st St., Kansas City 3, Mo.
2 4 11
LUTHER, J. P., Co., 173-81 So. Pearl St., Berlin, Wis.
12 8
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22
1 3 5 6 7 10 11
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
8
McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Philadelphia 3
1 8
MELIND, Louis, Co., 3534 N. Clark St., Chicago 13
9
MERRITT Products Co., 1747 Chester Ave., Cleveland 14
8
MILWAUKEE Printers Roller Co., 422 E. Fourth St., Milwaukee 4, Wis.
8
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
MONET Co., 43 South Ave., Fanwood, N.J.
9
MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.
4
MORNINGSTAR-Paisley, Inc., 630 W. 51st St., New York 19
1 3 6 7 8
12

1 2 3 4 5 6 7 8 9 10 11
12
MYSTIK Adhesive Products, Inc., 2635 N. Kildare Ave., Chicago 39
11
NATIONAL Roller Co., 307 Pearl St., New York 38
6
NATIONAL Starch & Chemical Corp., 750 Third Ave., New York 17
1 2 3 5 6 7 8 9 10
12
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
PECK, James I., 47 High St., West Orange, N. J.
1 6 8
12
PERMACEL, New Brunswick, N.J.
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
1 7
ROSCOE Laboratories, 29 Moore St., Brooklyn 6
12
ROTOBOND, Inc., P.O. Box 69, Bound Brook, N.J.
12
SERVWELL Products Co., 6541 Euclid, Cleveland 3
8
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
2 6 8 9
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
6 8 9
S S Artist Materials, Inc., 712 N. State St., Chicago 10
8 9 11
STAFFORD, S. S., 609 Washington St., New York 14
7
TAYLOR Glue Co., Concord, N. H.
8
TOPFLIGHT Tape Co., 160 E. 9th Ave., York, Pa.
TWIN CITY Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.
8
UNION Rubber & Asbestos Co., P.O. Box 1040, Trenton 6, N.J.
9
UNITED Shoe Machinery Corp., 140 Federal St., Boston
1 2 9 10
12
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
9
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
9
★WILLIAMSON & Co., P.O. Box 71, Caldwell, N. J.
9
WILLIAMSON Adhesives, 8220 Kimball, Skokie, Ill.
1 3 5 7 9
12
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7
9
WINN & Goodman, 440 Sansome St., San Francisco 11
8

ADHESIVE TAPE, CUT-MOUNTING

★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
IRWIN Mfg. Co., 101 Main St., Garland, Pa.
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
PECK, James I., 47 High St., W. Orange, N. J.
PERMACEL, New Brunswick, N.J.
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
WECO Trading Co., 40-35 Ithaca St., Elmhurst 73, N.Y.

ADHESIVE TAPE, MASKING (for friskets, etc.)

AMERICAN Tape Co., 4058 Beaufait Ave., Detroit 7
FASSON Products, 250 Chester St., Painesville, Ohio
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N.J.
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
PERMACEL, New Brunswick, N.J.
SERVWELL Products Co., 6541 Euclid, Cleveland 3
★SIEBOLD, J. H. & G. B., 150 Varick St., New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

ADHESIVE TAPE, PRESSURE-SENSITIVE

AMERICAN Tape Co., 4058 Beaufait Ave., Detroit 7
★ANCHOR Chemical Corp., 827 Bergen St., Brooklyn 38
BAUER & Black, Div. of Kendall Co., 2500 S. Dearborn St., Chicago 16
BEMIS Bro. Bag Co., Box 22, St. Louis 2
★CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.
DENNISON Mfg. Co., 300 Howard, Framingham, Mass.
EVER READY Label Corp., Cortlandt St., Belleville 9, N.J.
FASSON Products, 250 Chester St., Painesville, Ohio
GERRARD, A. J., & Co., 400 E. Touhy Ave., Des Plaines, Ill.
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N.J.
IRWIN Mfg. Co., 101 Main St., Garland, Pa.
KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago
LABELON Tape Co., 450 Atlantic, Rochester 9, N.Y.

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MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
PERMACEL, New Brunswick, N.J.
★ROLL-O-Graphic Corp., 133 Prince St., New York 12
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
WECO Trading Co., 40-35 Ithaca St., Elmhurst 73, N.Y.
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N.J.
WILLIAMSON Adhesives, 8220 Kimball, Skokie, Ill.

ADVERTISING NOVELTIES

1 Badges and Buttons
2 Balloons
3 Banners
4 Beer Coasters
5 Direct Mail Gimmicks
6 Miscellaneous Gift Items
7 Pencils and Pens
8 Playing Cards
9 Rulers and Yardsticks

1 2 3 4 5 6 7 8 9
BROWNIE Mfg. Co., 261 Broadway, New York 7
5
COLSON, U.O., Co., 901 N. Main, Paris, Ill.
1 2 3 4 5 6 7 8 9
CRYSTAL Transparent Div. of Goodren Products Corp., 101 W. Forest Ave., Englewood, N.J.
3 5 9
DECALCOMANIA & Metal Etching Co., Bellmore, L. I., N.Y.
ECONOMY Advertising Co., Linn & Market Sts., Iowa City, Ia.
1 2 3 4 5 6 7 8 9
FAIR Publishing House, Schauss Ave., Norwalk, Ohio
1 2 3
FINN-Jaske Co., 717 Sycamore, Cincinnati 2
FLEMING Calendar Co., 6535 Cottage Grove, Chicago 37
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
KING, Albert R., & Co., 531 Park Pl., New York 7
MOHICAN Rubber Co., Ashland, Ohio
3
PILGRIM Plastic Products Co., 278 Babcock St., Boston
1
RABIN, Barney, Co., In., 6 Anderson St., Marblehead, Mass.
1
SHAW-Barton, Inc., Walnut St., Coshocton, Ohio
SOMMER Badge Mfg. Co., 71 Liberty St., Newark 2, N.J.
ST. LOUIS Button Co., 411 Lucas, St. Louis
1
VAN Dam Rubber Co., 1299 Jerome Ave., New York 52
2
VOELP, Harry K., Inc., 134 4th, Pittsburgh 22
WEAVER Badge & Novelty Co., 1925 McKinney, Dallas 1
1
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.
3

AGITATORS, INK

BALDWIN-Gegenheimer Corp., 80 Roebling St., Brooklyn 11
★HARRIS-Seybold, Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
★ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis 8
READ Standard Corp., York, Pa.
ROSS, Charles, & Son Co., 148-156 Classon, Brooklyn

AIRBRUSHES

BINKS Mfg. Co., 3124 W. Carroll, Chicago
DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
OLSEN-Mark Corp., 124 White St., New York 13
PAASCHE Airbrush Co., Div., 1909 Diversey Parkway, Chicago 14

AIR, COMPRESSED, CLEANING AND DRYING UNIT

DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
KEMP, C. M. Mfg. Co., 405 E. Oliver St., Baltimore 2
LOGAN Engineering Co., 4901 Lawrence, Chicago 30
OAKITE Products, Inc., 19 Rector St., New York 6
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11

AIR COMPRESSORS AND PUMPS

ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee
★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
BECKFIELD Rotary Vacuum Blower Co., 72 First Ave., Pittsburgh 22
BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12
DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
FAIRBANKS Morse & Co., 600 S. Michigan, Chicago 5
GAST Mfg. Corp., Box 117-0, Benton Harbor, Mich.
KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N.Y.
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St. Below Erie Ave., P.O. Box 4768, Philadelphia 34
LEIMAN Brothers, 156 Christie St., Newark 5, N.J.
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
NEW JERSEY Machine Corp., 1800 Willow, Hoboken, N.J.
OAKITE Products Inc., 19 Rector Street, New York 6
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11
RUESCH Co., 649 N. 4th St., Milwaukee 3
SPRAYOMATIC Products Co., 750 Main, Milford, Ohio
STEWART Warner Corp., 1826 Diversey Pkwy., Chicago
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
WILBAR Sales & Eng. Co., 549 W. Washington, Chicago 6

AIR AND PAPER CONDITIONERS

1 Air Conditioning Equipment
2 Dehumidifiers
3 Humidifiers
4 Paper Conditioners

1 2 3 4
ABBEON Supply Co., 179-15 Jamaica, Jamaica 32, N.Y.
1 2 3 4
AIRTEMP Div., Chrysler Corp., 1600 Webster, Dayton, Ohio
AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
1 2 3
AMERICAN Coils Co., 524 Lakewood, Farmingdale, N.J.
1
AQUA-SORB Co., 21 S. 16th St., East Orange, N.J.
2
ARMSTRONG Machine Works, 901 Maple St., Three Rivers, Mich.
3
★BAHNSON Co., 1001 S. Marshall St., Winston-Salem 2, N. C.
1 3
BRISTOL Co., Bristol Rd., Waterbury 20, Conn.
1
BUFFALO Forge Co., 490 Broadway, Buffalo
1 3 4
CARRIER CORP., Carrier Pkwy., Syracuse 1, N.Y.
1 2 3
FLINT, G. C., Eng. Service, 842 Gunderson, Oak Park, Ill.
4
GENERAL Electric Co., 1 River Road, Schenectady 5, N.Y.
1
MAID-O-Mist, Inc., 3217 N. Pulaski Road, Chicago 41
3
MERIX Chemical Co., 1021 E. 55th St., Chicago 15
2
MURRAY, D. J., Mfg. Co., 1002 Third, Wausau, Wis.
3
PAASCHE Airbrush Co., Div., 1909 Diversey Parkway, Chicago 14
3
PARKS-CRAMER Co. P.O. Box 444, Fitchburg, Mass.
1 3
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11
3
RESEARCH Products Corp., 1015 E. Washington, Madison 1, Wis.
3
★SOUTHWORTH Machine Co., 30 Warren, Portland 5, Me.
3 4
3 4
STANDARD Engineering Works, 289 Roosevelt, Pawtucket, R. I.
3
TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.
1
WALTON Laboratories, 1186 Grove, Irvington, N.J.
2 3
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
1 2 3
WILSEA Works, 371 Saint Paul St., Rochester 5, N.Y.
4
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

AIR FREIGHT AND EXPRESS SERVICES

AMERICAN Airlines, 100 Park Avenue, New York 17
EMERY Air Freight Corp., 801 2nd Ave., New York
NORTHWEST Air Lines, 1885 University, St. Paul, Minn.
RAILWAY Express Agency, 219 E. 42nd St., New York
UNITED Air Lines, Inc., 36 S. Wabash, Chicago 3, Ill.

AIR SEPARATORS

BALEMASTER Div. of E. Chicago Machine Tool Corp., 4801 Railroad Ave., E. Chicago, Ind.
DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
LOGAN Eng. Co., 4901 W. Lawrence Ave., Chicago, Ill.
PAASCHE Airbrush Co., Div., 1909 Diversey Parkway, Chicago, Ill.
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11
ROLLER Press, 2860 16th St., San Francisco 3
STEWART Warner Corp., Alemite Div., 1826 W. Diversey Pkway, Chicago 14

ALBUMIN

GENERAL Printing Ink Div. of Sun Chemical Co., 750 Third Ave., New York 17
★LITHO Chemical & Supply Co., 46 Harriet, Lynbrook, N.Y.
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.
ROBERTS & Porter, Inc., 555 W. Adams, Chicago
SENEFELDER Co., 32 Greene St., New York 13

ALBUMIN PLATE BAKING INFRA RED UNIT

FOSTORIA Pressed Steel Corp., Fostoria, Ohio

ALBUMIN SCALES, OFFSET-LITHO

GENERAL Printing Ink Div. of Sun Chemical Co., 750 Third Ave., New York 17
★LITHO Chemical & Supply Co., 46 Harriet, Lynbrook, N.Y.
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
★PITMAN, Harold M., Co., 51st Ave. & 33rd, Chicago 50
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

ALPHABETS, DISPLAY

ADVERTISING Aids Co., 57 S. Fourth St., Minneapolis 1
AMSTERDAM Continental Types & Graphic Equip., Inc., 276 Park Ave. S., New York 10
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12
FOTOTYPE, Inc., 1414 W. Roscoe St., Chicago 13
PRESTO Process Co., 183 St. Paul, Rochester 4, N.Y.

ANODES, COPPER

AMERICAN Brass Co., Waterbury 20, Conn.
BELMONT Smelting & Ref. Co., 330 Belmont, Brooklyn 7
EMPIRE Metal Co., 820 E. Water, Syracuse 3, N.Y.
FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15, N.Y.
HANSON-VanWinkle-Munning, Church St., Matawan, N.J.
MUNNING & Munning, Inc., 202 Emmet St., Newark, N.J.
REVERE Copper & Brass Inc., 230 Park, New York 17

ANTI-SETOFF EQUIPMENT, SUPPLIES

1 Sprayers
2 Spray (Dry or Liquid)
3 Spray, Excess, Exhaust

1 2 3
★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N.J.
1 2

Branches in all principal cities.

ATF
Non-Offset Systems
200 Elmora Ave. Elizabeth, N. J.

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
2
BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12
1 2
CALIFORNIA Ink Co., 545 Sansome, San Francisco
2
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
2
CRAIG Corp., 143 W. 20th St., New York 11
1 2
DE VERE Co., 2000 Clark St., Racine, Wis.
2
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
2
FOUNDRY Chemical Co., 36-08 Review Ave., Long Island City 1, N.Y.
2
FULLER, H. B., Co., 255 Eagle St., St. Paul 2
2
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
2
H & H Products, 1930 S. State St., Chicago 16
1 2
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1 2
HILL-Hentschel Co., 3928 Clayton, St. Louis 10
2
INTERNATIONAL Dry Spray Corp., 13 E. 19th St., New York 3
2
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22
2
MORNINGSTAR-Paisley, Inc., 1770 Canalport, Chicago 16
2
NATIONAL Starch & Chemical Corp., 750 Third Ave., New York 17
2
NO OFFSET Co., 4012 Elfin, Louisville 7, Ky.
2

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And for special order jobs, its been *"Specify Frye"* since 1912.
FRYE MANUFACTURING COMPANY

1 2 3
ORTMAN-McCain Co., 1330 W. Washington, Chicago
1 2
OXY-DRY Sprayer Corp., 1134 W. Montrose, Chicago 13
1 2 3
PAASCHE Airbrush Co., Div., 1909 Diversey Parkway, Chicago 14
1 2 3
PNEUMA-FLO Systems, Inc., 127 W. 24th St., New York 11
1 2
PRESS Filter Co., 848 N. Crescent Hts. Blvd., Los Angeles 46
SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago
2
SRPAYOMATIC Products Co., 750 Main, Milford, Ohio
1
STATIC Eliminator Co., 239 Centre St., New York 13
2
UNITED Prtg. Ink Laboratories, 1940 E. Letterly, Philadelphia
2
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.
2
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
3
WILBAR Sales & Eng. Co., 549 W. Washington, Chicago 6
1 2
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

ANTI-WORKUP DEVICES

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38

SOLD BY AUTHORIZED ANCHOR DEALERS EVERYWHERE

CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago 5
L & W SERVICE Co., 501 Bullocks Point, Riverside, R. I.

APRONS

ACE Lite Step Co., 1708 S. State, Chicago
AMES Bag Co., 7009 Euclid Ave., Cleveland
BEMIS Bro. Bag Co., Box 22, St. Louis 2
HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 38
SCOTT, Ase D., Industries, 5447 N. Wayne, Chicago 40
U.S. Rubber Co., 1230 Ave. of the Americas, New York 20
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7

ARC LAMPS (see Lamps—Camera & Exposure)

ARTISTS MATERIALS

1 Acetate Sheeting
2 Colors
3 Crayons
4 Drawing Boards
5 Drawing Instruments
6 Frisket Paper
7 Syndicated Art Services

1 2 3 4 5 6 7
ARTISTS Supply Co., 3194 E. 65th St., Cleveland 27
6
BAKELITE Corp., 300 Madison Ave., New York 17
1
BIENFANG Paper Co., Metuchen, N.J.
BOURGES Color Corp., 80 5th Ave., New York 3
1
BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.
3
BRANDT Corp., P.O. Box 465, New Orleans
5
CELANESE Plastic Co., a div. of Celanese Corp. of America, 744 Broad St., Newark 2, N.J.
1
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12
1 2 3 4 5 6
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
1
FASSON Products Div., 250 Chester St., Painesville, Ohio
6
GOODKIN, M. P., Co., 24 Beech St., Newark 2
5
GRUMBACHER, M., Inc., 460 W. 34th St., New York 1
1 2
★HAMILTON Mfg. Co., Two Rivers, Wis.
4
HERCULES Powder Co., 931 Market, Wilmington, Del.
1
IRWIN Mfg. Co. Inc., Garland, Pa.
LABELON Tape Co., 450 Atlantic, Rochester 9, N.Y.
LACEY-Luci Products Co., 31 Central Ave., Newark 2, N.J.
5
LITHO-Art Products, Inc., 3401 N. Janssen, Chicago 13
2
MONSANTO Chemical Co., Plastics Div., 600 Monsanto Ave., Springfield 2, Mass.
1

1 2 3 4 5 6 7
MULTI-Ad Services Inc., 100 Walnut, Peoria, Ill.
7
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
NUZART Service, P.O. Box 711, Danville, Ill.
7
RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
2
ROSCO Laboratories, 29 Moore St., Brooklyn
1 6
SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
2 3
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
3
S S Artist Materials, Inc., 712 N. State St., Chicago 10
6
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
4
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
3 4 5

ASSEMBLING EQUIPMENT (see Collating and Gathering Equip.)

AUCTIONEERS AND APPRAISERS

★AMERICAN Graphic Arts Machinery Co., Inc., 132 Nassau St., New York 38
SCHWARTZ, Morris, & Co., 37 Warren St., New York 7
WHITE, Sid, 229 Varick St., New York 14

B

BACKERS, ROLLER

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman, Chicago
CRAWLEY Book Mchy. Co., 328 Keturah St., Newport, Ky.
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

BACKING PANS, STANDS (Electrotypers)

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SOMMER Badge Mfg. Co., 71 Liberty St., Newark 2
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

BADGES (see Advertising Novelties)

BAG AND CARTON INKS (see Inks—Special)

BAG-MAKING MACHINES, SUPPLIES

AMES Bag Co., 7009 Euclid Ave., Cleveland
AMSCO Packaging Machinery Co., 3131 48th Ave., Long Island City 1, N.Y.
FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
HEINRICH Equip. Co., 111 Eighth Ave., New York 11
HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6
HUMPHREY Design & Mfg. Inc., 16343 Euclid, E. Cleveland
MOORE, Kenneth J., & Co., 1778 Estes, Chicago 26
NAGEL-RYAN Mfg. Co., 4363 Woodward, Royal Oak, Mich.
POTDEVIN Machine Co., 226 North St., Teterboro, N.J.
SMITH & Winchester Mfg. Co., South Windham, Conn.
WEBER, H. G., Co., Inc., 725 Fremont St., Kiel, Wis.

BALERS, WASTE PAPER

AMERICAN Baler Co., 52 Ohio St., Bellevue, Ohio
BALEMASTER, Div. of East Chicago Machine Tool Corp., 4801 Railroad Ave., East Chicago, Ind.
BALER Corp., 4039 Walden Ave., Lancaster, N.Y.
BUSINESS Men's Paper Press Co., Wayland, Mich.
ECONOMY Baler Co., Ann Arbor, Mich.
LOGEMANN Bros. Co., 3186 W. Burleigh, Milwaukee 45

BANDING AND BUNDLING PRESSES

ACME Steel Co., 135th & Perry Ave., Chicago 27
ANDERSON, C. F., & Co., 3225 S. Calumet, Chicago 16
BERRY Machine Co., 716 N. First St., St. Louis 2
BUNN, B. H., Co., 7605 S. Vincennes, Chicago 20
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
PAPER Converting Machinery Co., 2300 S. Ashland, Green Bay, Wis.
SUPER Speed, Inc., 742 S. Sherman, Chicago 5

BEARERS, ELECTROTYPE

★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

BEARINGS, BALL, ROLLER, SLEEVE TYPE

ANDREWS Parts Mfg. Co., 32-70 31st St., Long Island City 6, N.Y.
BEARINGS Industry Co., 311 W. 56th, New York 19
BOUND Brook Oil-less Bearing Co., Lincoln Blvd., Bound Brook, N.J.
HYATT Bearings Div. of General Motors Corp., 427 Middlesex St., Harrison, N.J.
JOHNSON Bronze Co., 475 S. Mill St., Newcastle, Pa.
LINK-BELT Co., 1700 Prudential Plaza, Chicago 1
MINIATURE Precision Bearings, Inc., Kingsbury St., Keene, N. H.
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
NORMA-Hoffman Bearings Corp., Hamilton Ave., Stamford, Conn.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SANDY HILL Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
SKF INDUSTRIES, Inc., Front St. & Erie, Philadelphia 32
TIMKEN Roller Bearing Co., 1835 Dueber, S.W., Canton 6, Ohio
TORRINGTON Co., Bantam Bearings Div., 3702 W. Sample St., South Bend 21, Ind.

BELLOWS, CAMERA

BROWN, W. A., Mfg. Co., 608 S. Dearborn, Chicago 5
BURKE & James, 321 S. Wabash Ave., Chicago 4
★CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
CONSOLIDATED In't. Equip. & Supply Co., 4501 S. Western Ave., Chicago 9
DOUTHITT Corp., 245 Adair St., Detroit 3
GOODKIN, M. P., Co., 112 Arlington St., Newark 2, N.J.
LACEY-Luci Products Co., 31 Central Ave., Newark 2, N.J.
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence, Chicago 31
UNITED Camera Co., 1515 Belmont Ave., Chicago 13
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

BELT AND TAPE LACING

CLIPPER Belt Lacer Co., 974 Front, N.W., Grand Rapids 2, Mich.
FLEXIBLE Steel Lacing Co., 4607 Lexington, Chicago 44
RANIVILLE, F., Co., 241 Pearl, N.W., Grand Rapids, Mich.
TON-TEX Corp., 247 Pearl St., N.W., Grand Rapids, Mich.

BELTS, BELTING AND TAPE

1 Belt Dressing
2 Cord Rubber (Slug Cast.)
3 Fabricated
4 Leather
5 Mechanical
6 Tape, Feeder, Folder and Delivery
7 Vee

1 2 3 4 5 6 7
ARBEKA Webbing Co., P.O. Box 477, Pawtucket, R.I.
6
★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
3 4 5 7
BELTRACTION Co., 1813 W. Winona St., Chicago 40
1
BROWN, Arthur S., Mfg. Co., Tilton, N. H.
3 6
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
3 6
DAYTON Rubber Co., 2342 W. Riverview, Dayton 1, Ohio
5 7
GILMER, L. H., Co., Div. U.S. Rubber Co., Tacony, Philadelphia 35
2 5 7
GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio
1 2 5 7
HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6
3
HOPE Webbing Co., Pawtucket, R. I.
3 6
LINK-BELT Co., 1700 Prudential Plaza, Chicago 1
5
MANHATTAN Rubber, Div. of Raybestos-Manhattan, Inc., Passaic, N.J.
2 3 5 7
PECK, James I., 47 High St., West Orange, N. J.
1
PRESS Filter Co., 848 N. Crescent Hts. Blvd., Los Angeles
RAMSEY Products Corp., P.O. Box 4127, Albany 2, N.Y.
RANIVILLE, F., Co., 241 Pearl, N.M., Grand Rapids, Mich.
1 3 4 5 6 7
RHOADS, J. E., & Sons, 2100 W. 11th, Philadelphia 6
1 4 6
RUSSELL Mfg. Co., E. Main St., Middletown, Conn.
1 3 6
STAR Parts, Inc., 2 S. Main St., S. Hackensack, N. J.
2
TON-TEX Corp., 247 Pearl, N.W., Grand Rapids, Mich.
1 3 5 6 7
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
2 3 5 6 7
VICTOR Balata & Textile Belting Co., 25th St., Easton, Pa.
3 6
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
3

BENDERS AND CUTTERS, STEEL RULE
(see Rule, Steel, Benders, Cutters)

BENDING MACHINE, PLASTIC PLATES
ACME Winter Corp., 1559 Niagara St., Buffalo 13
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

BENDING MACHINES, PLATE
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
S. & W. Machine Co., 414 E. Pearl St., Cincinnati 2

BEVELING MACHINES, PLATE
AMSTERDAM Continental, 276 Park Ave., S., New York 10
AUGUSTINE Co., 135 W. Main, Marshalltown, Ia.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., Inc., 910 E. 138th St., New York
MORRISON Co., 125 W. Melvine, Milwaukee 12
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
ROUSE, H. B., Co., 2214 N. Wayne, Chicago 14
ROYLE, John, & Sons, 10 Essex St., Paterson 3, N.J.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

BILLING MACHINES AND SUPPLIES
INTERNATIONAL Business Machines Corp., 590 Madison Ave., New York 22
REMINGTON Rand, Div. of Sperry Rand Corp., 315 Fourth Ave., New York 10
UNDERWOOD Corp., 1 Park Ave., New York

BILLS OF LADING
AMERICAN Register Co., 564 E. First, S. Boston 27
DEALERS BUSINESS Forms Co., 21 W. 30th St., New York
ERSCO, 1930 Patterson, New York 72
FAIR Publishing House, Norwalk, Ohio
HILL, Don, Press, 1108 Madison, Maywood, Ill.
INDIANA Printing Co., Crawfordsville, Ind.
SHELBY Salesbook Co., 40 High School Ave., Shelby, O.

BINDERS FOR NEWSPAPERS
BEAVERITE Products, Inc., Beaver Falls, N.Y.
ELBE File & Binder Co., 649 Alden St., Fall River, Mass.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

BINDING (mechanical) MACHINERY
CONSOLIDATED In't. Equip. & Supply Co., 4501 S. Western Ave., Chicago 9
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
FARRINGTON Bus. Machines Corp., 1218A Industrial Park, New Bedford, Mass.
FLEX-O-COIL Products Co., 3935 N. Mission, Los Angeles
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
MACEY Co., subsid. of Harris-Intertype Corp., 13835 Enterprise Ave., Cleveland 35
NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
PLASTIC Binding Corp., 732 Sherman St., Chicago 5
SLOVES Mech. Binding Corp., 601 W. 26th St., New York
SPIRAL Binding Co., Inc., 10 Columbus Circle, New York 19
SWING-O-RING Inc., 314 Dean St., Brooklyn
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

BLACKLEADING MACHINES
(Electrotypers)
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

BLADES
1 Bookbinders Shears and Blades
2 Doctor, Gravure
3 Film and Print Trimmers and Blades
4 Folder
5 Fountain
6 Perforator

1 2 3 4 5 6
ACCURATE Steel Rule Die Mfr. Co., 22 W. 21st St., New York 10
6
AMERICAN Fabricators, 22 W. 21st St., New York 10
6
★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
5
BORG-Warner Corp., Atkins Saw Div., 402 S. Illinois St., Indianapolis 9
2
BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.
3
CHANDLER & Price Co., 6000 Carnegie, Cleveland 13
5
CHAPMAN Knives & Saws, 504 S. Broadway, St. Louis 2
1
COES Knife Co., 70 Coes St., Worcester 3, Mass.
1 2 4 5 6
DEWEY & Almy Chemical Div., W. R. Grace & Co., Cambridge, Mass.
3
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
4

1 2 3 4 5 6
DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35
2 5 6
DURBROW & Hearne, 12 Wooster St., New York 13
1
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
2 4 5
FREMONT Tools & Die Co., 432 N. Wood, Fremont, Ohio
1
HELMOLD, J. F., & Bro., Inc., 1462 Shakespeare, Chicago
6
HICKOK, W. O. Mfg. Co., Harrisburg, Pa.
1
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
1
HOE, R., & Co., Inc., 910 E. 138th St., New York
2 4 5
INTERSTATE Die Cutting Co., 22 W. 21st, New York 10
OHIO Knife Co., B. & O. RR. & Dremen Ave., Cincinnati
2 5
PIERCE Specialized Equip. Co., 350 Peninsular, San Mateo, Calif.
6
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
3
ROBINSON, John T., Co., 1476 River, Hyde Park 36, Mass.
1
SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark
3
SHAWVER Co., 21 W. Pleasant St., Springfield, Ohio
1
SIMMONDS, Worden, White Co., Summit St., Dayton 7, Ohio
1 2 4 5
SIMONDS Saw & Steel Co., 470 Main, Fitchburgh, Mass.
1 2 4 5 6
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.
1
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
6
STANDARD Process Corp., 2704 W. Roscoe, Chicago 18
2
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
2
WAPAKONETA Machine Co., Wapakoneta, Ohio
2

BLANKETS, PRESS
1 Gravure
2 Letterpress
3 Offset-Litho

1 2 3
BEST, Edward H., & Co., 210 Lincoln St., Boston 5
2
BINGHAM'S, Sam'l, San Mfg. Co., 636 Sherman St., Chicago 5
BROWN Coating Equipment Co., Wellston, Ohio
1 3
BROWN, W. A., Mfg., Co., 608 S. Dearborn St., Chicago 5
1 3
CARMICHAEL Blanket Co., 11510 Oxford, N.E., Atlanta
2
★CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
1 2 3

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Cork, Neoprene, Rubber, Wool-Felt and Plastic Press Blankets, Draw Sheets and Tympan paper for all type presses. Also Stereo Blankets. Dry Mats. Gummed Backing Felt. Plate-Tak, Scotch Tape, Cutting Rubbers, Conveyor Tape, etc. Send for samples and prices.
THE CORKPAK COMPANY, INC.
70 Argyle Ave. New Rochelle, N. Y., U. S. A.

CRONITE Co., 88th St. & Hudson, North Bergen, N. J.
1
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
3
DAYTON Rubber Co., 2342 W. Riverside, Dayton 7
3
DOUTHITT Corp., 245 Adair St., Detroit 3
3
FOTOPLATE Co., 34 Oxford St., Newark 5, N. J.
3
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn
3
GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.
1 2 3
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
1 2
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
3
★HILL Rubber Co., 2728 Elston Ave., Chicago
3
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
3
★LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.
3
McKINLEY Litho Supply Co., 1623 John, Cincinnati 14
3
NILES & Nelson, Inc., 75 West St., New York 6
2
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
3

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1 2 3
PRESS Filter Co., 848 N. Crescent Hts. Blvd., Los Angeles 46
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
1 2 3
REEVES Brothers Inc., Vulcan Div., 1071 6th Ave., New York
3
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6
3
★ROLL-O-Graphic Corp., 133 Prince, New York 12
3
SCOTT, Walter, & Co., 525 South Ave., Plainfield, N. J.
2
★SIEBOLD, J. H. & O. B., 150 Varick, New York 13
3
SINCLAIR & Valentine Co., 611 W. 139 St., New York
3
TILESTON & Hollingsworth Co., 213 Congress, Boston
2 3
TINGUE, Brown & Co., 1765 Carter, New York 57
1 2
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
2 3
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7
3

BLANKETS, ROLLER VARNISHING MACH.
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
★RAPID Roller Co., 2558 S. Federal St., Chicago 16

BLANKETS, STEREOTYPE MOLDING
1 Cork
2 Fabric
3 Fibre
4 Rubber
5 Rubber Creeper

1 2 3 4 5
BEST, Edward H., & Co., 210 Lincoln St., Boston 5
2
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
1 2 3 4 5
GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.
1 4 5
GRIFFITHS, John, Co., 415 Lexington, New York 17
POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y.
4
REEVES Brothers, Inc., Vulcan Div., 1071 Ave. of the Americas, New York 18
TINGUE, Brown & Co., 1765 Carter, New York 57
1 2 3 4 5
TON-TEX Corp., 247 Pearl, N.W., Grand Rapids, Mich.
2 4 5
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
4

BLANKET WASH, OFFSET-LITHO
★ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38

SOLD BY AUTHORIZED ANCHOR DEALERS EVERYWHERE

BINGHAM'S, Sam'l, San Mfg. Co., 636 Sherman St., Chicago 5
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
BRAZNELL Co., 2227 Walnut, St. Louis 3, Mo.

D.B.A. Products Co., 749 Deerfield Rd., Deerfield, Ill.
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DRISCOLL, Martin, & Co., 610 Federal St., Chicago
FEDERAL Mining & Mfg. Co., 222 Kearney, Jersey City 4
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GREAT Western Printing Ink Co., 409 W. Sixth St., Portland 9, Ore.
LINDEN Chemical Products, 2911 E. Grand Ave., Des Moines 17, Ia.
★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
PECK, James I., 47 High St., West Orange, N. J.
PHILLIPS & Jacobs, 618 Race St., Philadelphia 6
★PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
★ROLL-O-Graphic Corp., 133 Prince St., New York 13
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th St., New York
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
VAN Son Holland Ink Corp. of America, Mineola, N.Y.
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

BLOWERS, CLEANING (Portable)

ACE-Sycamore, Inc., 413 DeKalb Ave., Sycamore, Ill.
AMERICAN Blower Corp., 8111 Tireman St., Detroit
BREUER Electric Mfg. Co., 5100 N. Ravenswood, Chicago
CLEMENTS Mfg. Co., 6650 S. Narragansett, Chicago 38
IDEAL Industries, Inc., 5065 Park Ave., Sycamore, Ill.
LAMSON Corp., 250 Lamson St., Syracuse 1, N.Y.
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

BLUEPRINT POWDER

★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y.
★PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50

BOARD, CARD, BEVELERS

ALTAIR Machinery Corp., 55 Vandam, New York 13
DURRBROW & Hearne, 12 Wooster St., New York 13
EMBOSSAGRAF Corp. of America, 38 W. 21st St., New York 10

BOARD CUTTERS, ROTARY

APPLETON Wood Products Co., Appleton, Wis.
CHICAGO Box Machine Works, 1810 W. Grand, Chicago
CRAWLEY Book Mchy. Co., 328 Keturah St., Newport, Ky.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
PRECISE Engineering Co., 430 W. Grant Pl., Chicago 14
ROBINSON, John T., Co., 1476 River, Hyde Park, Mass.
SMITH & Winchester Mfg. Co., South Windham, Conn.
SOUTH Wabash Engineering Co., 203 N. Wabash, Chicago
SWIFT, Geo. W., Jr., Inc., Bordentown, N. J.

BOOK COVER ROUND CORNER TURNING-IN MACHINES

ALTAIR Machinery Corp., 55 Vandam, New York 13
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10

BOOK COVERING MACHINES

AMSTERDAM Continental Types & Graphic Equip. Inc., 276 Park Ave., S., New York 10
CONSOLIDATED Int'l. Equip. & Supply Co., 4501 S. Western Ave., Chicago 9
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
MOORE, Kenneth J., & Co., 1778 Estes, Chicago 26
PAASCHE Airbrush Co., Div., 1909 Diversey Parkway, Chicago 14
★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.
STANDARD Paper Box Mach. Co., 476 Broome, New York

BOOK SMASHER, COMPRESSOR

ALTAIR Machinery Corp., 55 Vandam, New York 13
BERRY Machine Co., 716 N. First St., St. Louis 2

BOOK TRIMMING GUIDES

★CHALLENGE Machinery Co., Grand Haven, Mich.

BOOKBINDERS MACHINERY

ACME Staple Co., N. Main St., Franklin, N. H.
ALTAIR Machinery Corp., 55 Vandam St., New York
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
AMSTERDAM Continental Types & Graphic Equip. Inc., 276 Park Ave., S., New York 10
ANDERSON, C. F., & Co., 3225 S. Calumet, Chicago 16
BERRY Machine Co., 716 N. First St., St. Louis 2
BOSTITCH, Inc., E. Greenwich, R. I.
★CHALLENGE Machinery Co., Grand Haven, Mich.
CHANDLER & Price Co., 6000 Carnegie, Cleveland 3
CONSOLIDATED Int'l. Equip. & Supply Co., 4501 S. Western Ave., Chicago
CRAWLEY Book Mchy. Co., 328 Keturah St., Newport, Ky.
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
DOLLAHITE, K. J., Co., 106 W. 15th St., Fort Worth, Tex.
FARRINGTON Bus. Machines Corp., 1218 A Industrial Park, New Bedford, Mass.
FULLER, E. C., Co., Inc., 28 Reade St., New York 7
GANE Bros. & Lane, Inc., 1355 W. Lake St., Chicago
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.

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GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
HOLLINGSWORTH, Wm., Machine Co., 227 N. Holliday St., Baltimore
JONES, James H., Co., 808 W. Washington St., Chicago
★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
LLOYD Associates, Ltd., 15 William St., New York 5
McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.
MACEY Co., subsid. of Harris-Intertype Corp., 13835 Enterprise Ave., Cleveland 35
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26
MULLER, Chas. A., Co., 153 Lafayette, New York 13
NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
OLSEN-Mark Corp., 124 White St., New York 13
PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16
ROBINSON, John T., Co., 1476 River, Hyde Park 36, Mass.
★ROSBACK, F. P., Co., Benton Harbor, Mich.
SCHEINKER, Ilya, 35 Gt. Jones St., New York 12
★SHERIDAN, T. W. & C. B., Co., Inc., 220 Church St., New York 13
SLADE, Hipp & Meloy, Inc., 119 W. Lake, Chicago 1
SMYTH Mfg. Co., 9 Sigourney St., Hartford, Conn.
SPIRAL Binding Co., Inc., 10 Columbus Circle, New York 19
STOLP-GORE Co., Inc., 123 S. Jefferson St., Chicago 6

BOOKBINDERS SUPPLIES

1 Bonding
2 Cloth
3 Leather and Imitations
4 Staples
5 Tape
6 Thread and Twine

1 2 3 4 5 6
ACME Staple Co., N. Main St., Franklin, N. H.
AIGNER, G. J., Co., 426 S. Clinton St., Chicago 7
2
BOSTITCH, Inc., E. Greenwich, R. I.
4
★BROWN-Bridge Mills, Inc., East Water St., Troy, Ohio
5
COATED Textile Mills, Inc., Columbus & York Aves., Pawtucket, R. I.
3
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
3
★DU PONT, E. I., de Nemours & Co., Photo Products Dept., Wilmington 98, Del.
3
FOUNTAIN Die Cutting Corp., 34 Hubert, New York 13
GARDEN State Mfg. & Fin. Co., 106 Adams St., Newark
4 6
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
1 2 3 4 5
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N.J.
5
HOLLISTON Mills, Inc., Norwood, Mass.
2
HOPE Webbing Co., Pawtucket, R. I.
1
INTERLAKEN Mills, Fiskville, R. I.
3
LANSKEY Die Cutting Co., 473 President St., Brooklyn 15
6
LATEX Fiber Industries, Beaver Falls, N.Y.
3
LITHOGRAPHERS Finishing Co., 635 W. 54th St., New York 19
6
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., Mass.
2 5
McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Philadelphia 3
2 3 5 6
MARSHALL, Son & Wheelock, Inc., 82 Lincoln St., Boston.
2
MEYER, John C., Thread Co., 1449 Middlesex St., Lowell, Mass.
6
MIDLAND Sales & Mfg. Co., Oelwein, Ia.
4
1 2 3 4 5 6
MID-STATES Gummed Paper Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park (Argo P.O.), Ill.
5
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
5
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
5
NASHUA Corp., Nashua, N. H.
5
RELIABLE Textile Co., 216 W. Adams St., Chicago 6
2
SEAL-O-MATIC Dispenser Corp., 169 Murray, Newark
5
SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago 1
1 2 3 5 6
SPRINGFIELD Coated Paper Corp., P.O. Box 229 Camden, N. J.
3
U.S. Rubber Co., 1230 Ave. of the Americas, New York 20
3

BOOKBINDERY SERVICES FOR TRADE (see Mounting, Finishing for Trade)

1 Binding, Mechanical
2 Covers, All Kinds
3 Edition
4 Embossing
5 Eyeletting
6 Indexing
7 Mounting; Finishing
8 Perforating
9 Punching, Drilling

1 2 3 4 5 6 7 8 9
AIGNER, G. J., Co., 426 S. Clinton St., Chicago
5 6 8 9
AMERICAN Beauty Cover Co., P.O. Box 1249, Dallas 21
1 2 3 5
★ARVEY Corp., 3642 N. Kimball Ave., Chicago 18
7
BERRY Machine Co., 716 N. First St., St. Louis 2
9
BROCK & Rankin, 4501 W. 16th St., Chicago 23
2 3
BURKHARDT Co., 3817 Fort St., Detroit 16
COMMERCIAL Bindery Inc., 854 Howard, Detroit
1 2 3
DURAND Mfg. Co., 939 W. 35th St., Chicago 9
2 9
ELBE File & Binder Co., 649 Alden St., Fall River, Mass.
ENGDAHL Bindery, Inc., 2200 S. Maywood Drive, Maywood, Ill.
3
FAIR Publishing House, Norwalk, Ohio
4
FEIEREISEN, H. L., 1410 18th St. S.E., Cedar Rapids, Ia.
1 2 3 4 5 6 7 8 9
FISHER Bookbinding Co., 228 E. 45th St., New York 17
1 2 3 4 5 6 7 8 9
FREEDMAN Die Cutters, Inc., 285 Lafayette, New York 12
4 5 6 7
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
1 2 5
GOAT, Fred, Co., Inc., 314 Dean St., Brooklyn
1
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
HESS & Young, 1118 N. 3rd St., Philadelphia 23
4
INDEX Sales Corp., 1313 W. Congress St., Chicago 7
6
★KINGSPORT Press, Inc., Kingsport, Tenn.
2 9
KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago
7
LANDER Publishing Corp., 21 S. 9th St., St. Louis 2
1 7 8
LIEDTKE Bros. Co., 522 S. Clinton St., Chicago 7
1 5 6 8 9
LITHOGRAPHERS Finishing Co., 629-635 W. 54th St., New York 19
6 7 9
MICHELMAN, E. B., 412 6th Ave., New York 11
2
NATIONAL Publishing Co., 24th & Locust Sts., Philadelphia 1
1 2 3 4 5 6 7 8 9
PIERCE Specialized Equip. Co., 350 Peninsular, San Mateo, Calif.
8
SLOVES Mech. Binding Co., 601 W. 26th St., New York 13
1 2 7 8 9
STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave., Columbus, Ohio
1 2 3 6 9
STANDARD Tag Co., 65 Duane St., New York 7
5
STEWART, S. A., Co., 701 Locust St., Pittsburgh 19
1 2 3 4 5 6 7 8 9
SWING-O-RING, Inc., 314 Dean St., Brooklyn 17
1
TAUBER's Bookbindery, 200 Hudson St., New York 13
1 4 5 7 8
WILDER Binding & Finishing Co., 512 S. Peoria, Chicago 7
1 2 4 5 6 7 8

BORDERING, SHEET, AND STENCIL SHEET DECORATING EQUIPMENT

PAASCHE Airbrush Co. Div., 1909 Diversey Parkway, Chicago

BORING, PLATE, MACHINES (see Plate, Almanac & Calendar)

BOX, CARTON MAKING MACHINERY (Set-up and Folding)

1 Box Doming Machines
2 Box Collapsing Machines
3 Box Making (Set-Up) Machines
4 Carton Forming, Lining, Filling, Folding, Closing, and Sealing Machines
5 Case Printing Machines
6 Case Sealing, Glue, Machines
7 Case Sealing, Gummed Tape Machines

1 2 3 4 5 6 7
AMERICAN Tape Co., 4058 Beaufait Ave., Detroit 7
7
APEX Machine Co., 14-13 118th St., College Point 56, N.Y.
5
BECK, Charles, Machine Corp., 44 Church Rd., King of Prussia, Pa.
4
BETTER Packages, Inc., 258 Canal, Shelton, Conn.
7
BOSTITCH Inc., E. Greenwich, R. I.
4
CHICAGO Box Machine Works, 1810 W. Grand, Chicago
3
COMMERCIAL Paste Co., 504-520 Buttles, Columbus 8, O.
6
★FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8
5
FERGUSON, J. L., Co., P.O. Box 1226, Joliet, Ill.
4 5 6
FULLER, H. B., 255 Eagle St., St. Paul 2, Minn.
6
GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24
3
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N.J.
★HELLER Roberts Mfg. Co., 6151 Carnegie, Cleveland 3
4
HIGH Production Mach. Co., 533 N. 11th St., Philadelphia
3
HOOPER Container Machinery Dept., Koopers Co., Inc., Glenarm, Md.
3
HUMPHREY Design & Mfg., 16343 Euclid, E. Cleveland 12
3
INMAN Manufacturing Co., Amsterdam, N.Y.
3
INTERNATIONAL Paper Box Machy. Co., 315 Main St., Nashua, N. H.
2
INTERSTATE Folding Box Co., Middletown, Ohio
4
JONES, James H., Co., 810 W. Washington, Chicago
3
KIEFER, Karl, Machine Co., 919 Martin, Cincinnati 2
6
KNOWLTON, M. D., Co., 57 Clarissa, Rochester 4, N.Y.
1 3
LANGSTON, Samuel M., Co., Camden, N.J.
5
★MIEHLE Co., div. of MGD, Inc., 2011 Hastings St., Chicago
MOORE, Kenneth J. & Co., 1778 W. Estes, Chicago 26
6
NEW JERSEY Machine Corp., 1800 Willow, Hoboken, N. J.
1 3
★PACKER Mfg. Co., Inc., Green Bay, Wis.
PARRY, Samuel R., Mach. Co., 224 Mill, Rochester 4, N.Y.
3
PETERS Machinery Co., 4700 N. Ravenswood Ave., Chicago 40
4
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
6
PRECISE Engr. Co., 430 W. Grant Pl., Chicago 14
4
REDINGTON, F. B., Co., 3000 St. Charles, Bellwood, Ill.
4
ROBINSON, John T., Co., 1476 River, Hyde Park, Mass.
3
ROSS, A. H., Co., Box 998, Dayton 1, Ohio
4
SEAL-O-Matic Dispenser Corp., 169 Murray, Newark, N.J.
7
★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13
3
STANDARD Paper Box Mchy. Co., 476 Broome, New New York 13
3 4
STAUDE, E. G., Div., 850 Ladd Rd., Walled Lake, Detroit, Mich.
3 4
STOKES & Smith Plant, FMC Packaging Machinery Div., 4900 Summerdale Ave., Philadelphia 24
3 4 6
WEBER, H. G., Co., Inc., Kiel, Wis.
4 6
WILSEA Works, 371 St. Paul Ave., Rochester 5, N.Y.
3
YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14
3

BOXES, CARDBOARD (For stationery and printed forms)

BARGER Box & Printing Corp., 1513 Lusher, Elkhart, Ind.
BURNETT, R. L., Co., 815 E. Commerce, San Antonio 6
GLOBE-Wernicke Co., Norwood, Cincinnati 12
INTERSTATE Folding Box Co., Middletown, Ohio

BRAKES, PRESS

CLINE Electric Mfg. Co., 3405 W. 47th, Chicago
★CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1
MARGACH Mfg. Co., 82 Beekman St., New York 7
MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kan.
★RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoo, Mich.
STEPHENS, Sam'l, & Wickersham Quoin Co., 174 High St., Boston 10
TRIUMPH Equip. Engineers, 6506 Walker St., Minneapolis

BRASS & COPPER SPACES (see Thin Spaces)

BRAYERS

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
MELIND, Louis, Co., 3524 N. Clark St., Chicago 13
NATIONAL Roller Co., 307 Pearl St., New York 38
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
PAASCHE Airbrush Co., Inc., 1909 Diversey Parkway, Chicago
PAVYER Prtg. Machine Works, 600 S. Broadway, St. Louis
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
TRIUMPH Equip. Engineers, 6506 Walker St., Minneapolis

BROACHING MACHINES AND RULES, TABULAR SYSTEMS

★UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex.

BRONZE POWDER (see Foil and Leaf)

BRONZING MACHINES

AMERICAN Bronzing Machine Works Inc., 145 Nassau St., New York 38
ATLANTIC Powdered Metals, Inc., 38 Park Row, New York 7
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
HENSCHEL, C. B., Mfg. Co., 229 W. Mineral, Milwaukee 4
KORN, H. P., Co., 5 Beekman St., New York 38
MEISEL Press Mfg. Co., 944 Dorchester, Boston 25
ZARKIN Machine Co., 34-19 Tenth, Long Island City, N.Y.

BRUSHES, BASE CLEANING

HANSON-VanWinkle-Munning, Church St., Matawan, N.J.
PRINTING Machinery Co., 436 Commercial, Cincinnati 2
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

BUNDLING DEVICES (Newspapers)

TIE Company, 14 Depot St., Unadilla, N.Y.

BURNING-IN STOVES (OVENS), PHOTOENGRAVERS'

ACME Electric Heating Corp., 99 Reading St., Roxbury 19, Mass.
AMSTERDAM Continental Types & Graphic Equip. Inc., 276 Park Ave., S., New York 10
★CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
DOUTHITT Corp., 245 Adair St., Detroit 3
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.
JONES Graphic Products Co., 320 Broadway, S.E., Albuquerque, N. M.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TEANECK Chemical Co., Carlstadt, N. J.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

BURNERS, GAS, ELECTROTYPERS' AND STEREOTYPERS' FURNACES

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Ia.
KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SELAS Corp. of America, Dresher, Pa.

BURNISHERS, BOOKBINDERS' AND PHOTOENGRAVERS' (see Tools)

BUSINESS FORMS FOR THE TRADE

1 Collating
2 Printing
3 Stock Forms—Complete

1 2 3
ADAMS Bros. Salesbook Co., P.O. Box 91, Topeka, Kan.
3
AMERICAN Business Systems, Inc., 2929 B St., Philadelphia 34
1 2 3
AMERICAN Register Co., 564 E. First, S. Boston 27
1 2
1 2 3
★APEX Business Systems, 340 Pearl St., New York 7
1 2 3

SNAPEX TAX & STOCK BUSINESS FORMS MANUFACTURERS

W-2—Approved Federal, State and City wage tax reports for processing in one operation. Forms specifically designed for NCR, Burroughs, etc.

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Serving the trade from Coast to Coast

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1 2 3
CONNECTICUT Manifold Forms Co., 620 Oakwood, W. Hartford 10, Conn.
1 2
DEALERS Business Forms Co., 21 W. 30th St., New York
1
1 2 3
ENNIS Business Forms, Inc., 214 W. Knox, Ennis, Tex.
1 2 3
ERSCO, 1930 Patterson Ave., New York 72
1 2 3
FAIR Publishing House, Schauss Ave., Norwalk, Ohio
1 2
FARRINGTON Bus. Machines Corp., 1218A Industrial Park, New Bedford, Mass.
1 2 3
★FORM House, 5200 W. 26th St., Cicero, Ill.
1
GAVRIN, Arthur J., Press, Inc., New Rochelle, N. Y.
3
HILL, Don, Press, 1108 Madison, Maywood, Ill.
2
INDIANA Printing Co., Crawfordsville, Ind.
1 2 3
INTERNATIONAL Ticket Co., 50 Grafton, Newark 4
1 2 3
LANDER Publishing Corp., 21 S. 9th St., St. Louis 2
1
MIDWEST Rotary Maniforms Co., 1065 E. Card Rd., Card, Mich.
1 2 3
ROGERSNAP, P.O. Box 10425, Dallas
1 2 3
SHELBY Salesbook Co., 40 High School Ave., Shelby, O.
2
SHEPPARD, C. E., Co., Div., Yawman & Fobre Mfg. Co., 4401 21st St., Long Island City 1, N.Y.
SPOT Carbon Products, 54 Lafayette St., New York 13
1 2 3
TEX-N-SET Business Forms Co., 1100 Harrison, Arlington, Tex.
1 2 3
VARCO Inc., 300 W. Congress Pkwy., Chicago 7

BUTTONS AND BADGES (see Adv. Novelties & Gift Items)

C

CABINETS, CASES, RACKS (see Drying Cabinets)

1 Cabinets, Galley
2 Cabinets, Matrix (Type)
3 Cabinets, Offset Filing
4 Cabinets, Operators
5 Cabinets, Page Storage
6 Cabinets, Pressroom, Ink
7 Cabinets, Storage
8 Cabinets, Strip Rule
9 Cabinets, Tool
10 Cases, Type
11 Chairs, Seats, Stools
12 Desks
13 Dispatch Cabinets
14 Racks, Chase
15 Racks, Drying
16 Racks, Magazine, Type
17 Racks, Press Roller

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
ACME Type Foundry, 633 Plymouth Court, Chicago 5
1 15
ALLIED Steel Equipment Co., Lapeer, Mich.
13 7 11
AMSTERDAM Cont'l. Types & Graphic Eqp., 276 Park Ave., S., New York 10
1 10

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17
ANDERSON, C. F., & Co., 3225 Calumet, Chicago 16
13
ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.
1 2 6 9 11
ATLAS Stencil Files Corp., Atlas Vert. Filing Systems, Div., 16716 Westfield, Cleveland 10
3
AURORA Equipment Co., Cleveland at Prairie, Aurora, Ill.
4 5 6 7 8 9
BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
6
BAR-Rack Co., 119 House Dr., Akron 19, Ohio
BERGER Mfg. Co., Div. Republic Steel Corp., Canton 5
12 7 9
BRODERICK & Johnson Printing Equipment, 1725 S. Maple Ave., Los Angeles 15
1
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
7
★CHALLENGE Machinery Co., Grand Haven, Mich.
1 3 5

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STANDARD GALLEYS
GALLEY CABINETS
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COLWELL Litho Products, 402 Chicago, Minneapolis
3
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
4
DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis.
13
EQUIPTO, Div. Aurora Equipment Co., Aurora, Ill.
1 3 7 9
FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 7
1 3 5 7 8 10
14 15
FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia
3 5 6 7 8 9 10 11
12 14
GLOBE-Wernicke Co., Roth & Carthage Ave., Norwood, O.
13 3 11
GRAPHIC Arts Mfg. Corp., 22 Franklin Ave., Clifton, N. J.
1 2 3 4 5 6 7 8
12
★HAMILTON Mfg. Co., Two Rivers, Wis.
1 2 3 4 5 6 7 8 9 10
12 13 14 15 17
HAMMOND Machinery Builders, 1600 Douglas Ave., Kalamazoo 54, Mich.
7 8
HOBART Cabinet Co., Troy, Ohio
12 7 9
KREONITE Inc., 1532 Barwise, Wichita 1, Kan.
7
LINOTYPE Maintenance Co., 136 Church St., New York 7
1 7
★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14
2 7 8
LUDWIG-Duell Co., 30 Beckman St., New York 7
8
LYON Metal Products, Inc., 30 Railroad Ave., Aurora, Ill.
12 3 4 6 7 9 11
MIDWEST Matrix Mart, 633 Plymouth Court, Chicago
1 2 4 5 10
14 16
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
3
MONOMELT Co., 1611 Polk, N.E., Minneapolis 13
4 7
MONTGOMERY Co. Inc., P.O. 309, Towanda, Pa.
1 2 3 4
PETERSEN Mfg. Corp., 18 Sebago St., Clifton, N. J.
1 2 3 6
RICH & McLean, Inc., 18 Jacob St., New York 18
1 16
ROUSE, H. B., & Co., 2214 N. Wayne, Chicago 14
8 11
STA-HI Corp., 1235 W. Washington, Whittier, Calif.
5
STANDARD Pressed Steel Co., Box 740, Jenkintown, Pa.
12 7 9 11
STAR Parts, Inc., S. Hackensack, N.J.
1 4 16 11
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
1
THOMPSON Cabinet Co., Lake St., Ludington Mich.
1 2 4 5 6 7 8 9 10
12 14 15
THOMPSON Type Founders, 1414 S. Harwood, Dallas 1
1 2 3 10
WOOD, Alan, Steel Co., Ponco Div., Oaks, Pa.
5 7

CALENDARS AND CALENDAR PADS

ADVERTISING Calendar & Novelties Co., 7175 Michigan Ave., Detroit 10
BROWN & Bigelow, St. Paul 4, Minn.
CLARK, Keith, Inc., Sidney, N.Y.
COLSON, U.O., Co., 901 N. Main St., Paris, Ill.
COLUMBIAN Art Works, 2300 W. Cornell, Milwaukee 9
DALTON Press, 921 Main St., Manson, Ia.
DOW, Louis F., Co., 2242 University, St. Paul 14, Minn.
ECONOMY Advertising Co., Linn & Market Sts., Iowa City, Ia.
EVER Ready Calendar Mfg. Co., 150 Bay, Jersey City 3
FINCH & McCullough, 84 S. LaSalle St., Aurora, Ill.
FLEMING Calendar Co., 6535 Cottage Grove, Chicago 37
★GOES Lithographing Co., 42 W. 61st St., Chicago
HOOVER, Joseph, & Sons, Market & 49th, Philadelphia
KETERLINUS Litho. Mfg. Co., Primos, Pa.
KING, Albert R., & Co., 53 Park Pl., New York 7
OVAL & Koster, Inc., 700 W. Washington, Indianapolis
SHAW-Barton, Inc., Walnut St., Coshocton, Ohio
SHELTON Color Co., 16 Lafayette, Hackensack, N. J.
SULLIVAN Printing Works, 1055 Gilbert, Cincinnati, O.
VOELP, Harry K., Inc., 134 4th Ave., Pittsburgh 22
WIEBUSH Calendar Importing Co., 80 Franklin St., New York 13
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

CALENDAR PUNCHING AND STRINGING MACHINES

★GRAEBER Stringing & Wiring Machine Co., Div. New Era Mfg. Co., Box 400, Hawthorne, N. J.

CALENDAR SLIDES MACHINES (see Tin Edging, Mounting Machines)

CAMERA FLASHING LAMPS (see Lamps—Camera and Exposure)

CAMERAS

★AMERICAN Type Founders Co., Inc., 200 Elmora Ave., Elizabeth 8, N. J.

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Cameras & Platemaking Equipment
200 Elmora Ave., Elizabeth, N. J.

AMSTERDAM Cont'l. Types & Graphic Eqp., 276 Park Ave., S., New York 10
ARGYLE Camera Co., 1816 McGowen St., Houston 4
AURORA School of Photoengraving, Aurora, Mo.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
BURKE & James, 321 S. Wabash Ave., Chicago 6
★CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.

chemco
CAMERAS
ETCHING MACHINES
FILM, CHEMICALS

CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
DOUTHITT Corp., 245 Adair St., Detroit 3
GELB, Joseph, Co., 52 Arlington St., Newark 2, N. J.
GOODKIN, M. P., Co., 24 Beech St., Newark 2
GRAPHIC Arts Center, Inc., 207 W. Park Ave., State College, Pa.
GRAPHIC Arts Research Foundation, 112 W. Kinzie St., Chicago 10
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
HUEBNER Graphic Arts Consultants, P.O. Box 490, Mamaroneck, N.Y.
KENRO Graphics, Inc., 25 Commerce St., Chatham, N. J.
LACEY-Luci Products Co., 31 Central Ave., Newark 2
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St., Below Erie Ave., P.O. Box 4768, Philadelphia 34
LEVY, Max, & Co., Wayne & Berkley, Philadelphia 44
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
★PROCESS Camera & Equipment Co., 1153 W. Grand Ave., Chicago 22
REPRO Graphic Machines Inc., 180 Varick, New York 14
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
ROYAL Zenith Corp., 180 Varick St., New York 14
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th St. and 44th Ave., Long Island City 1, N.Y.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TASOPE Co., Tasope Bldg., Aurora, Mo.
TEANECK Chemical Co., 197 Washington, Carlstadt, N.J.
UNITED Camera Co., 1515 Belmont, Chicago 13
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
ZARKIN Machine Co., 34-19 Tenth, Long Island City, N.Y.

CAMERAS (List Reproducing from Cards)

LITHOID, Inc., 232 Cleveland Ave., Highland Park, N.J.
RECORDAK Corp., 415 Madison Ave., New York 17
VARI-TYPER Corp., Sub. of Addressograph-Multigraph Corp., 720 Frelinghuysen Ave., Newark, N.J.

CANS, SAFETY

1 Inflammable Liquids
2 Oily Waste or Wipers
1 2
AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.
1
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
1 2
ANGLE Steel Stool Co., 309 W. Oak, Plainwell, Mich.
2
DIENER, Geo. W., Mfg. Co., 400 N. Monticello, Chicago
1 2
JUSTRITE Mfg. Co., 2061 Southport Ave., Chicago
1 2
PROTECTOSEAL Co., 1920 S. Western Ave., Chicago 8
1 2
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
2
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
1

CAPS, PAPER CUPS, MACHINES

YOUNG Engineering Co., 2429 N. Sheffield, Chicago

CARBON INTERLEAVING EQUIPMENT

ASHTON Press Mfg. Co., Ltd., 60 Beech St., Ottawa, Can.
CARB-N-SET Business Forms, 3318 W. 2nd, Dayton 17, O.
★DIDDE-Glaser, Inc., S. Highway & W. 12th Ave., Emporia, Kan.
FARRINGTON Bus. Machines Corp., 1218A Industrial Park, New Bedford, Mass.
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
HUNT, W. G., & Co., 119 N. Caledonia, Laurinburg, N. C.
KNIGHT Eng. & Machine Co., P.O. Box 883, Clanton, Ala.
McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.
PIERCE Specialized Eqpt. Co., 350 Peninsular Ave., San Mateo, Calif.
★SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

CARBONIZING—(Spot) For the Trade

SPOT Carbon Products, 54 Lafayette St., New York 13
★TRANSKRIT Corp., 704 Broadway, New York 3

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★FRYE Mfg. Co., 231 Dean Ave., Des Moines, Ia.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
★SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

CARBON TISSUE

★CHEMCO Photoproducts, Charles St., Glen Cove, N.Y.
NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich.
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
SCHWEITZER, P. J., Inc., P.O. Box 35, Elizabeth, N. J.
UNDERWOOD Corp., 1 Park Ave., New York 16

CARBON TISSUE LAYDOWN TRANSFER MACHINES

APPLETON Machine Co., Appleton, Wis.
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

CARBONS, ARC LAMP

AMSTERDAM Continental, 276 Park Ave., S., New York 10
ATLAS Electric Devices, 361 W. Superior St., Chicago 10
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DOUTHITT Corp., 245 Adair St., Detroit 3
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
HUNT, Philip A., Co., Palisades Park, N. J.
★MACBETH Arc Lamp Co., 141 Berkley St., Philadelphia
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
NATIONAL Carbon Co., 30 E. 42nd St., New York 17
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
★NU-ARC, Inc., 4110 W. Grand Ave., Chicago 51
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

CARD, INDEX, CUTTING MACHINES

★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14

CASE, BOOK, MACHINES

1 Case Back Forming
2 Case Bending
3 Case Feeding
4 Case Making
5 Case Back Smoothing

1 2 3 4 5
AMSTERDAM Cont'l. Types & Graphic Equip., 276 Park Ave., S., New York 10
4
CRAWLEY Book Machinery Co., Newport, Ky.
1 2 3 4 5
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
4
★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13
3 4
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.
4
STANDARD Paper Box Mach. Co., 476 Broome, New York
4
STOLP-Gore, Inc., 710 W. Jackson Blvd., Chicago
2

CASING-IN MACHINES, BOOK

CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

CASTERS, LEAD AND RULE (see Composing Machines, Supplies)

CASTERS, STEREOTYPE METAL INGOTS

BELMONT Smelting & Refining Works, 330 Belmont Ave., Brooklyn 7
DIVISION Lead Co., 7742 W. 61st Place, Summit, Ill.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
NOLAN Corp., 133 E. Dominick St., Rome, N.Y.

CASTING BOXES, STEREOTYPERS'

1 Curved Plate
2 Flat Plate
3 Vacuum

1 2 3
AMSTERDAM Cont'l. Types & Graphic Eqp., 276 Park Ave., S., New York 10
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
1 2 3
GRIFFITHS, John, Co., 415 Lexington, New York 17
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
2
HESS & Barker, 212 S. Darien St., Philadelphia 7
1 2
HOE, R., & Co., Inc., 910 E. 138th St., New York
1 2 3
MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kan.
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
2
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
1 2 3
SCOTT, Walter, & Co., Inc., 525 South, Plainfield, N. J.
1
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
2
STA-HI Corp., 1235 W. Washington, Whittier, Calif.
2 3
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
1 2

CASTING MACHINES, STEREOTYPE

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
STA-HI Corp., 1235 W. Washington, Whittier, Calif.

CATALOG COVERING MACHINES

★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

CELLULOID TABBING MACHINES

NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
TABER Instrument Corp., 111 Goundry St., N. Tonawanda, N.Y.
TAUBER'S Bookbindery, Inc., 200 Hudson St., New York

CELLULOSE SHEET PROTECTORS

BEAVERITE Products, Inc., 60 DeWitt, Beaver Falls, N.Y.
TEITELBAUM, N., Sons, Inc., 261 Grand Concourse, New York 51

CHASES

★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.
★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N. J.
BAR-PLATE Mfg. Co., Boston Post Rd., Orange, Conn.
BEARD Nwspmt & Warehouse Co., 8761 Fulton, Detroit 9
CARLSON, Chesley F., Co., 2240 Edgewood, Minneapolis 26
FERGUSON, J. L. Co., P.O. Box 1196, Joliet, Ill.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
GRIFFITHS, John, Co., 415 Lexington, New York 17
LANCE, Chester L., Co., 620 Browder St., Dallas 1
MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kansas
NATIONAL Lead Co., Blatchford Div., 111 Broadway, New York
PAVYER Printing Machine Works, 600 S. Broadway, St. Louis
PRINTING Mchy. Co., 436 Commercial Sq., Cincinnati 2
SANDBLOM Steel Chase Co., 426 S. Clinton, Chicago 7

CHEMICALS

1 Electrotyping
2 Gravure
3 Offset-Litho
4 Photo-engraving

1 2 3 4
AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 276 Park Ave., S., New York 10
4
★AMERICAN Type Founders Co., 200 Elmora Ave., Elizabeth 8, N. J.
3
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
3
ANSCO, General Aniline & Film Corp., Charles St., Binghamton, N.Y.
1 2 3 4
ATLANTIC Zinc Works, Inc., 210 Van Brunt St., Brooklyn
4
BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland
3
BURNISHINE Products Co., 8140 N. Ridgeway, Skokie, Ill.
2 3
CANADA Printing Ink Co., Brockhouse Rd., Toronto, Ont., Can.
3
★CENTRAL Compounding Co., 1718 N. Damen, Chicago
3
★CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
2 3 4

chemco
CHEMICALS
AND SUPPLIES

CRAMER Dry Plate & Film Co., 1835 Shenandoah, St. Louis 4
3
CRONITE Co., 88th St. & Hudson, North Bergen, N. J.
2
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
3
DOM, G. C., Supply Co., 424 Commercial Sq., Cincinnati 2
1 2 3 4
DOUTHITT Corp., 245 Adair St., Detroit 3.
3 4
★DOW Chemical Co., Midland, Mich.
4
★DUPONT, E. I., de Nemours & Co., Photo Products Dept., 666 Driving Park, Rochester, N.Y.
2 3 4
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
3 4
FISHER Scientific Co., 717 Forbes Ave., Pittsburgh 19
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
3
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
3
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
3
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
3
1 2 3 4
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
3
HUNT, Philip A., Co., Palisades Park, N. J.
2 3 4
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50
4
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
3
JONES Graphic Products Co., 320 Broadway, S. E., Albuquerque, N. M.
2 3 4
★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y.
3
★LITHOPLATE, Inc., Subsid. of Harris-Intertype Corp., 278 N. Arden Dr., El Monte, Calif.
3
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7
2 3 4
McKINLEY Litho Supply Co., 1623 John, Cincinnati 14
3
MERCK & Co., Inc., Rahway, N. J.
2 3 4
MERIX Chemical Co., 1021 E. 55th St., Chicago
2 3 4
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
3
PHILLIPS & Jacobs, 622 Race St., Philadelphia
1 2 3 4
★PITMAN, Harold M., Co., 33rd St., & 51st, Chicago 50
2 3 4

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NEW YORK 36, N. Y. 230 WEST 41st STREET

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
3
★RB&P Chemical & Supply, Inc., 1640 N. 31st, Milwaukee 8
3
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6
3
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
2 3 4
ROLLED Plate Metal Co., 210 Van Brunt St., Brooklyn 31
4
★ROLL-O-Graphic Corp., 133 Prince St., New York 12
3
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
3 4
SINCLAIR & Valentine Co., 611 W. 129th, New York 17
3
STANDARD Process Corp., 2704 W. Roscoe St., Chicago
2
TEANECK Chemical Co., Carlstadt, N. J.
TEITELBAUM, N. Sons, 261 Grand Concourse, New York
3
VARN Products Co., 26-15, 123rd St., Flushing 54, N.Y.
3 4

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GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOBBS Mfg. Co., 26 Salisbury St., Worcester 5, Mass.
JOHNSTON Engr. & Machine Co., Parkesburg, Pa.
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
STA-HI Corp., 6235 W. Washington, Whittier, Calif.
STANFORD Engineering Co., Salem, Ill.
VALLEY Mfg. Co., Valley, Neb.

CLEANER, HAND

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BURNISHINE Products Co., 8140 N. Ridgeway Ave., Skokie, Ill.
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COLGATE-Palmolive, 105 Hudson St., Jersey City 2, N. J.
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
DIVERSEY Corp., Industrial Maintenance Dept., 1836 Roscoe St., Chicago 13

DOLGE, C. B., Co., Westport, Conn.
DUDLEY, Kenneth E., Box 806, Hagerstown, Md.
MITTAG & Volger, Inc., Park Ridge, N. J.
OAKITE Products Inc., 19 Rector St., New York 6
PRESS Filter Co., 848 N. Crescent Hts. Blvd., Los Angeles 46
★RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8

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1640 N. 31st St.
Milwaukee 8, Wisconsin

ROSCOE Laboratories, 367 Hudson Ave., Brooklyn 1
SCHULTZ Laboratories, 823 Arden St., Boone, Ia.
TEANECK Chemical Co., 197 Washington Ave., Carlstadt, N.J.
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.
WEST Disinfecting Co., 42-16 West, Long Island City, N.Y.

CLEANER, NUMBERING MACHINES (see Counters, Daters, Numbering Machines and Heads—Numbering Machines)

CLEANER, PRINTING PRESS

ACE-Sycamore, Inc., 413 DeKalb Ave., Sycamore, Ill.
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
ARC Litho Spec. Co., P.O. Box 666, Freeport, L. I., N.Y.
BURNISHINE Products Co., 8140 N. Ridgeway Ave., Skokie, Ill.
★CHALMERS Chemical Co., 123 Chestnut, Newark 5
CLEMENTS Mfg. Co., 6650 S. Narragansett Ave., Chicago 38
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DOW Chemical Co., Midland, Mich.
FEDERAL Mining & Mfg. Co., 22 Kearney, Jersey City 4
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
★KINGSPORT Press, Inc., Kingsport, Tenn.
LINDEN Chemical Co., 2911 E. Grand Ave., Des Moines 17, Ia.
★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
MERIX Chemical Co., 1021 E. 55th St., Chicago 11
NATIONAL Saw Sharpening Co., 316 N. Senate, Indianapolis 4
NATIONAL Ultrasonic Corp., 111 Montgomery, Irvington 11, N. J.
OAKITE Products Inc., 19 Rector St., New York 6
OXY Dry Sprayer Corp., 1134 W. Montrose, Chicago 13
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14
SCHWARM & Jacobus Co., 1216 Jackson, Cincinnati 10
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

CLEANING OUTFIT FOR PATENT BASE

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PRINTING Mchy. Co., 436 Commercial Sq., Cincinnati 2

COATING MACHINES (Cylinder-Roller), (Lacquer and Varnish)

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CHAMBERS Brothers Co., 52nd & Media, Philadelphia
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N.Y.
HOHWEILER Machinery & Engineering Co., 34 Lincoln Highway, Morrisville, Pa.
HOLLINGSWORTH, William, Machine Co., 227 Holliday St., Baltimore 2
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
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INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.

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ELECTRO-Coatings, Inc., 1662 W. Fullerton, Chicago 14
GRAVURE Process Co., 4179 W. Belmont Ave., Chicago 41
HANSON-Van Winkle-Munning, Church St., Matawan, N. J.
INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.
MUNNING & Munning, Inc., 202 Emmet, Newark 5, N. J.
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

CYLINDER, ROTARY AND PLATEN PRESS DRAWSHEETS AND TYMPANS (also see Blankets)

1 Blankets, Embossing, Felt
2 Drawsheets and Tympans, Paper, Commercial (Also see Paper Index)
3 Drawsheets, Newspaper
4 Jackets and Tympans other than Paper
5 Underpacking

1 2 3 4 5
BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
4
BRANDTJEN & Kluge, Inc., 653 Gaultier, St. Paul, Minn.
2
CARBORUNDUM Co., Niagara Falls, N.Y.
4
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
1 2 3 4 5
1 2 3 4 5
★CROMWELL Paper Co., 180 N. Wabash Ave., Chicago
1
2 5
DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35
4
GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.
2 3 4 5
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
3 4 5
HOE, R., & Co., Inc., 910 E. 138th St., New York
1 3 4 5
MARSHALL Sales & Export Corp., 220 S. 16th St., Philadelphia
3 4 5
MINNESOTA MINING & Mfg. Co., 900 Bush, St. Paul 6
1 2 3
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
4
TEITELBAUM, N. Sons, 261 Grand Concourse, New York
TINGUE, Brown & Co., 1765 Carter, New York 57
1 2 3 4 5
TRIPLET Gauge 14, Vanderwater St., New York 7
2
UNION Carbide Plastics Co., Div. of Union Carbide Corp., 30 E. 42nd St., New York
4

CYLINDER, SLEEVE AND PLATE MAKING, GRAVURE, FOR THE TRADE

ADS, Inc., Div., CSW Plastic Types, Inc., P.O. Box 506, Hartford 1, Conn.
BECK Engraving Co., 7th & Sansome Sts., Philadelphia
FLORENCE Pipe Foundry & Machine Co., Florence, N. J.
GRAVURE Engraving Corp., 709 Main St., Holyoke, Mass.
GRAVURE Process Co., 4179 Belmont Ave., Chicago 41
HUEBNER Graphic Arts Consultants, P.O. Box 490, Mamaroneck, N.Y.
INTAGLIO Service Corp., 305 E. 46th St., New York 17
INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.
VIKING Engraving Corp., 1432 N. Grant, Columbus 1, O.

CYLINDERS, SLEEVES AND PLATES (Gravure)

EDES Manufacturing Company, Plymouth, Mass.
ELECTRO-Coatings, Inc., 1662 W. Fullerton, Chicago 14
FLORENCE Pipe Foundry & Machine Co., Florence, N. J.
GRAVURE Process Co., 4179 Belmont Ave., Chicago 41
HUSSEY & Co., C. G., 2850 Second Ave., Pittsburgh
INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.
NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

CYLINDERS, STEEL, LETTERPRESS

1 Grooved
2 Honey-combed

1 2
COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
1
FLORENCE Pipe Foundry & Machine Co., Florence, N. J.
1 2
HESS & Barker, 212 S. Darien St., Philadelphia
1
HOE, R., & Co., Inc., 910 E. 138th St., New York
PRINTING Machinery Co., 436 Commercial, Cincinnati
1
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
1
WESTERN Prtg. Mchy. Co., 3519 N. Spaulding, Chicago
2

D

DAMPENING AIDS, OFFSET-LITHO

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
BALDWIN-Gegenheimer Corp., 80 Roebling St., Brooklyn 11
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
INTERNATIONAL Press Cleaner, 112 Hamilton, Cleveland
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 38
★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
LITHOGRAPHIC Dampener, Inc., 1404-6 S. Akard, Dallas
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
MERIX Chemical Co., 1021 E. 55th St., Chicago 11
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

DAMPENING ROLLER COVER

BINGHAM's, Sam'l, Son Mfg. Co., 636 Sherman, Chicago
★CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
FOTOPLATE Co., 34 Oxford St., Newark 5
GODFREY Roller Co., 211 N. Camac St., Philadelphia
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia

★LITHOPLATE, Inc., Subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
★ROLL-O-Graphic Corp., 133 Prince, New York 12

IMPORTED 3-PLY TRIMOL DAMPENER COVERS FOR
all offset presses
ROLL-O-GRAPHIC CORP.
133 PRINCE ST., N. Y., GRamercy 5-8760

★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

DARK ROOM EQUIPMENT (see also Lamps—Camera and Exposure)

BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
DOUTHITT Corp., 245 Adair St., Detroit 3
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
GOODKIN, M. P., Co., 112 Arlington, Newark 2
★HAMILTON Mfg. Co., Two Rivers, Wis.
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
KELLOGG, Div. American Brake Shoe Co., 99 Humboldt St., Rochester 9, N.Y.
KREONITE Inc., 1532 Barwise, Wichita 1, Kans.
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St. Below Erie Ave., P.O. Box 4768, Philadelphia 34
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
MACBETH Corp., P.O. Box 950, Newburgh, N.Y.
MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
★NU ARC Co., 4110 W. Grand Ave., Chicago 51
NUCLEAR Products Co., P.O. Box 649, El Monte, Calif.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TEANECK Chemical Co., 197 Washington Ave., Carlstadt, N.J.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
ZARKIN Machine Co., 34-19 10th, Long Island City 6, N.Y.

DECKLE-EDGING MACHINES

HEATH Die Co., 382 Lafayette St., New York 3
LESTER & Wesley Co., 513 N. Main, Norwich, Conn.

DEEP ETCH METHODS, OFFSET LITHO, AND SUPPLIES

1 Methods
2 Supplies

1 2
★ANCHOR Chemical Corp., Inc., 829 Bergen St., Brooklyn
2
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can. 2
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
2
DOM, G. C., Supply Co., 424 Commercial Sq., Cincinnati 2
2
★DOW Chemical Co., Midland, Mich.
1 2
★FLINT Ink Corp., 2546 Ave., Detroit 9
2
GAETJENS, Berger & Wirth, 35 York St., Brooklyn
2
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third St., New York 17
2
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1 2
HILL-Henschel Co., 3928 Clayton Ave., St. Louis 10
2
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
2
LE PAGE'S, Inc., Gloucester, Mass.
2
★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.
1 2
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
★LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.

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1 2
MALLINCKRODT Chem. Works., 2nd & Mallinckrodt Sts., St. Louis 7
2
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
1 2
★MORT, Ralph H., Co., 102 N.W. Ninth, Portland 9, Ore.
2

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neoprene covered
MORT DOWN-DRAFT TABLES
made to your size specifications
RALPH H. MORT COMPANY
102 N.W. 9th Portland 9, Oregon

PHILLIPS & Jacobs, 618 Race St., Philadelphia 6
2
★PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50
1 2
★RB&P Chem. & Supply, 1640 N. 31st St., Milwaukee 8
1 2

RBP PREMIUM deep etch chemicals for zinc and aluminum plates.
RB&P CHEMICAL & SUPPLY, INC.
1640 N. 31st St.
Milwaukee 8, Wisconsin

ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6
2
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
2
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
2
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
1 2
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
1 2
ZARKIN Machine Co., 34-19 10th, Long Island City 6, N.Y.

DELIVERIES, PRESS

1 Deliveries, Automatic Pile
2 Deliveries, Extension
3 Deliveries, Press to Bronzer

1 2 3
★COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
1 2
★CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1
1 2
★DEXTER Co., Div. of MGD, Inc., 2011 Hastings, Chicago
1 3
HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio
1
HEATH Die Co., 382 Lafayette St., New York 3
HICKOK, W. O., Mfg. Co., 422 Harrisburg, Pa.
1 3
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
1 2
MAXSON Auto. Mchy. Co., 98 Granite, Westerly, R. I.
1
MEISEL Press Mfg. Co., 944 Dorchester, Boston 25
1 2
★MIEHLE Co., Div. of MGD Inc., 2011 Hastings, Chicago
1 2
PECK, James I., 47 High St., West Orange, N. J.
2
RATHBUN & Bird Co., 379 W. Broadway, New York 12
1 2
UNITED Machine Co., P.O. Box 7098, Ft. Worth, Tex.
1 2

DEVELOPING TROUGHS AND SINKS

ATLAS Silk Screen Supply Co., 1733 Milwaukee Ave., Chicago 47
BROWN Coating Eqpt. Co., Walliston, Ohio
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
BURKE & James, 321 S. Wabash Ave., Chicago 4
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
DOUTHITT Corp., 245 Adair St., Detroit 3
GRAPHIC Arts Center, Inc., 207 W. Park Ave., State College, Pa.
★HAMILTON Mfg. Co., Two Rivers, Wis.
KREONITE Inc., 1532 Barwise, Wichita 1, Kans.
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
MILLER-Trojan Co., Inc., 2 N. Ridge Ave., Troy, Ohio
★PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50
PRENCO Engineering Corp., 6435 N. Central, Chicago 46
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
U.S. Stoneware Co., 60 E. 42nd St., New York 17
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
ZARKIN Machine Co., 34-19 10th, Long Island City, N.Y.

DIAPHRAGMS, CAMERA

BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
DOUTHITT Corp., 245 Adair St., Detroit 3
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
MANHATTAN Rubber Div., Manhattan, Inc., 61 Willet St., Passaic, N.J.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
UNITED States Rubber, Inc., 1230 Sixth, New York 20

DIAPHRAGM CONTROLS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
BRISTOL Co., Bristol Rd., Waterbury 20, Conn.
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
DOUTHITT Corp., 245 Adair St., Detroit 3
POWERS Regulator Co., 3400 Oakton, Skokie, Ill.
REEVES Brothers Inc., Industrial Products Div., 1871 6th Ave., New York
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
VULCAN Rubber Products, Inc., 58th & 1st, Brooklyn 20
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

DICTIONARIES

FUNK & Wagnalls, 153 E. 24th St., New York 10
MERRIAM, G. & C., Co., 47 Federal, Springfield 2, Mass.

DIE-CUTTING LUMBER (see Wood, Blocking, etc.)

DIE-CUTTING MACHINES

1 Hollow Dies
2 Upright

1 2
ALTAIR Machinery Corp., 55 Vandam St., New York
1 2
FREMONT Tool & Die Co., 432 N. Wood, Fremont, Ohio
1 2
★HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1 2
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
1 2
HOLLINGSWORTH, William, Machine Co., 227 Holliday St., Baltimore
2
★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
1 2
PRINTING Machinery Co., 436 Commercial, Cincinnati 2
1
★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13
2
UNITED Shoe Machinery Corp., 140 Federal, Boston 7

DIE-CUTTING PRESSES

BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
BRANDTJEN & Kluge, Inc., 653 Gaultier, St. Paul, Minn.
★CHAMPLAIN Co., Harrison Ave., Roseland, N. J.
CHANDLER & Price Co., 6000 Carnegie, Cleveland 3
★HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
★HEIDELBERG Sales & Service Co., 73-45 Woodhaven Blvd., Glendale 27, L.I., N.Y.; 6319 Eppes St., Houston; 1700 S. Wall St., Los Angeles 15
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
★LAWSON, E. P., Co., 426 W. 33rd St., New York 1
MERCURY Engr. Corp., Div. of M-G-D, Inc., 3100 N. Farwell Ave., Milwaukee
MILLER Prtg. Mchy. Co., 1117 Roedsdale, Pittsburgh 33
★PACKER Mfg. Co., Green Bay, Wis.
PRECISE Eng. Co., 430 W. Grant Pl., Chicago 14
STANDARD Paper Box Mach. Co., 476 Broome, New York
THOMSON-National Press Co., Dean, Franklin, Mass.
TIRPING Printing Machinery, Inc., 400 Delancey, Newark

DIE-HEATERS (for Hot Embossing and Smashing)

ACME Electric Heating Corp., 99 Reading St., Roxsbury 19, Mass.
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
THOMSON-National Press Co., Dean, Franklin, Mass.

DIE-MAKING MATERIALS (also see Rule)

1 Cork Composition
2 Cork-Rubber Composition
3 Rubber, Sponge
4 Rule, Brass
5 Rule, Steel
6 Steel Rule Cutters

1 2 3 4 5 6
ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
2 3 5
AMERICAN Fabricators, 22 W. 21st St., New York 10
5
BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
1 2
FREMONT Tools & Die Co., 428-438 N. Wood St., Fremont, Ohio
5

1 2 3 4 5 6
GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio
3
HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.
5
HELMOLD, J. F., & Bro., 1462 Shakespeare, Chicago 14
5 6
MARKEL Rubber Products Inc., 514 Jackson, New York 55
1 2 3 5
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
1 2 3 5 6
SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass.
5
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7
3

DIES—MAKERS OF

1 Bookbinders
2 Brass
3 Cutting
4 Cutting & Embossing (one time)
5 Electronic sealing
6 Embossing
7 Hollow
8 Steel rule—stock
9 Steel rule—to order

1 2 3 4 5 6 7 8 9
AA-1 Steel Rule Die Service, 538 S. Dearborn, Chicago 5
5 9
ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
1 2 4 7 8 9
ADAMS, John, 3 Envelope Terrace, Worcester, Mass.
3
AMERICAN Fabricators, 22 W. 21st St., New York 10
1 2 4 7 8 9
ALVIN Co., 215 W. 20th St., New York 11
1 2 8 9
ARTISTIC Die Mfg. Co., 2306 W. 8th St., Cincinnati 4
3
BECKER Bros. Engraving Co., 103 Lafayette St., New York
1 6
BENNET & McPHIE, Ltd., 1230 Dundas St. E., Toronto, Ont., Can.
3 5 8 9
CONSOLIDATED Engravers, 656 Broadway, New York
1 2 6 8 9
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
CUTWELL Steel Rule Die Co., 285 Lafayette, New York 12
1 2 8 9
DORSEY Printers & Supply Co., 125 Pontotoc Ave., Memphis, Tenn.
8 9
FREEDMAN Die Cutters, Inc., 128 Lafayette, New York 12
9
FREMONT Tool & Die Co., 432 N. Wood St., Fremont, Ohio
1 3 7
FRIES, Anthony J., & Son, 717 Sycamore St., Cincinnati 2
2 6
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
1 2 8 9
HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.
8 9
HEATH Die Co., 382 Lafayette St., New York 3
1 2 4 7 8 9
HOOLE Machine & Engraving Co., 30 Main St., Brooklyn
4 8 9
INDEPENDENT Die & Supply Co., 2641 LaSalle, St. Louis 4
3 5
★KINGSPORT Press, Inc., Kingsport, Tenn.
1 2 6
KNITTEL, P. J., Engraving Shop, 217 E. 8th St., Cincinnati 2 6
NATIONAL Die Co., 247 Centre St., New York 13
3 7
PAPKE, Wm. & Son, 434 Elm St., Cincinnati 2
1 2 8 9
PAR Engraving and Dies, Inc., 930 Wyandotte, Kansas City 5, Mo.
3 4 5 6 7 8 9
PRECISION Steel Rule Die Co., 419 Broome, New York 13
9
REEVE Electronics, Inc., 609 W. Lake St., Chicago 6
5 8 9
★RICHARDS, J. A. & Co., 903 N. Pitcher St., Kalamazoo 13, Mich.
8 9
SCHAEFER, J. S., Co., 308 Centre St., New York 13
1 2 4 6
SCHMIDT, Geo. T., Inc., 4100 N. Ravenswood, Chicago 13
1 2 8 9
SCHULTZ, E. C. & Co., 712 Federal St., Chicago 5
1 2 4 7 8 9
SMITH, Basil L., System, 1016 Cherry, Philadelphia
UNITED Shoe Machinery Corp., 140 Federal, Boston, Mass.
1 2 8 9
WYNAM Engraving Co., 36 Washington, Boston 14
2

DIES, STEEL RULE
(see Dies—Makers of)

DIE-STAMPING PRESSES AND ROLL LEAF HOT STAMPING ATTACHMENTS

1 Die-Stamping Presses
2 Roll Leaf Hot Stamping

ACKERMAN Gould Co., 10 Neil Court, Oceanside, L.I., N.Y.
2

1 2
ALTAIR Machinery Corp., 55 Vandam St., New York
2
APEX Machine Co., 14-13 118th St., College Point 56, N.Y.
2
BRANDTJEN & Kluge, Inc. 53 Gaultier, St. Paul, Minn.
1 2
COE, W. H., Mfg. Co., 5414 W. Madson, Chicago
★COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York
1 2
FRANKLIN Mfg. Corp., 692 Pleasant, Norwood, Mass.
1 2
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
1 2
★HEIDELBERG Sales & Service Co., 73-45 Woodhaven Blvd., Glendale 27, L.I., N.Y.; 6319 Eppes St., Houston; 1700 S. Wall St., Los Angeles 15
1 2
KINGSLEY Machine Co., 850 Cahuenga, Hollywood 38, Calif.
1 2
MARKEM Machine Co., 150 Congress St., Keene, N. H.
2
MATTHEWS, James H., & Co., 3814 Forbes St., Pittsburgh
1 2
OLSEN-Mark Corp., 124 White St., New York
2
PEERLESS Roll Leaf Company Inc., 4511 New York Ave., Union City, N. J.
1 2
ROOVERS-Latsch, Inc., P.O. Box 97, Old Forge, Pa.
1
ST. LOUIS Button, 415 Lucas, St. Louis
2
STANDARD Machinery Co., Mystic, Conn.
1
WYNN Mfg. Co., 7th & Green, Philadelphia 23
2

DIE-STAMPING PRESSES, STEEL DIE PRINTING AND EMBOSSING, COPPERPLATE PRESSES, SUPPLIES

BRANDTJEN & Kluge, Inc., 653 Gaultier, St. Paul, Minn.
CRONITE Co., 88th & Hudson, North Bergen, N. J.
ECKER, Will, & Co., 414 N. 12th, St. Louis 1
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
LEE, Clint W., Co., 501 E. Pine St., Seattle 22
OLNEY Machine Works, 4841 Rising Sun, Philadelphia 20
OLSEN-Mark Corp., 124 White St., New York 13
ROOVERS-Latsch, Inc., P.O. Box 97, Old Forge, Pa.

DIPLOMAS AND DIPLOMA BLANKS

★GOES Lithographing Co., 42 W. 61st St., Chicago 21
LEE, Clint W., Co., 501 E. Pine St., Seattle 22
MICHELMAN, E. B., Co., 412 6th Ave., New York 11
OVAL & Koster, Inc., 700 W. Washington, Indianapolis

DIRECT PROJECTION MACHINE
(see Cylinder Making Equipment)

DISTRIBUTOR ROLLERS, RECIPROCATING (Vibrators)

★ACME Printing Appliance Co., 9455 Seymour Ave., Schiller Park, Ill.
BALDWIN-Gegenheimer Corp., 80 Roebling St., Brooklyn 11
BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

DOCTOR BLADE, GRINDING MACHINES

HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
LEHMANN, J. M., Co., 568 New York, Lyndhurst, N. J.
ROSS, Charles, & Son Co., 148-156 Classon Ave., Brooklyn 5
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

DOLLIES, PAPER ROLL

CLINE Electric Mfg. Co., 3405 W. 47th, Chicago
FAIRBANKS Co., 393 Lafayette St., New York 3
FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
LEWIS-Shepard Products, Inc., 125 Walnut, Watertown 12, Mass.
MARKET Forge Co., 30 Garvey St., Everett, Mass.
NUTTING Truck & Caster Co., Inc., 1201 W. Division St., Faribault, Minn.

DOUBLE ROLLING DEVICE (Miehle Vertical)

★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
★CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
FARNSWORTH, John, Bourse Bldg., Philadelphia 6
WIEGAND, E. L., Co., 7500 Thomas, Pittsburgh 8

DRAWSHEETS AND TYMPANS, CYLINDER, ROTARY AND PLATEN PRESS
(see Cylinder, Rotary and Platen Press Drawsheets and Tympans)

DRIERS (see Ink Driers)

DRILLING AND SLOTTING EQUIPMENT

BERRY Machine Co., 716 N. First St., St. Louis 2
BLACK & Decker Mfg. Co., Towson 4, Md.
BOICE-Crane Co., 930 N. Central Ave., Toledo 6, Ohio
★CHALLENGE Mchy. Co., Grand Haven, Mich.

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★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
JONES, James H., Co., 808 W. Washington, Chicago
LASSCO Products, Inc., 485 Hague St., Rochester 6, N.Y.
★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
MICK, Walter, K., Co., 500 Robert, N., St. Paul 1, Minn.
MULLER, Chas. A., Co., 153 Lafayette St., New York
NYGREN-Dahly Co., Inc., 1422 W. Altgeld, Chicago
PAVYER Printing Mach. Works, 600 S. Broadway, St. Louis
★PIONEER-Toledo Corp., 1130 Nebraska Ave., Toledo 2, Ohio
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
★SUPER Speed Inc., 742 S. Sherman, Chicago 5
WALLIN Printers Supply Co., 309 S. 13th, Omaha, Neb.

DROSS SIFTER

MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13

DRY PLATE NEGATIVE MATERIALS

★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CRAMER Dry Plate & Film Co., 1835 Shenandoah, St. Louis 4
CONSOLIDATED Hammer Dry Plate & Film Co., 2711 Miami St., St. Louis 18
★EASTMAN Kodak Co., Rochester 4, N.Y.
MALLINCKRODT Chem. Works., 2nd & Mallinckrodt Sts., St. Louis 7
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

DRYING CABINETS
(also see Cabinets, Cases, Racks)

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2 Matrix (Stereotype)
3 Proofs

1 2 3
AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 276 Park Ave., S., New York 10
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★CHALLENGE Mchy. Co., First St., Grand Haven, Mich.
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DOUTHITT Corp., 245 Adair St., Detroit 3
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FAIRBANKS Co., 393 Lafayette St., New York 3
GRAPHIC Arts Mfg. Corp., 22 Franklin Ave., Clifton, N. J.
2 3
HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.
1 2 3
LITHO Metal Mfg. Co., 1410 S. Aberdeen, Chicago 8
1 2 3
MASTER Sales & Service Corp., 127 Greenwood Ave., Wyncote, Pa.
1
PECK, James I., 47 High St., W. Orange, N. J.
3
SIMPLEX Specialty Co., Inc., 116 W. 14th, New York
1
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
1
★VANDERCOOK & Sons, Inc., 3601 W. Touhy, Chicago 45
3

DUPLICATORS AND SUPPLIES

★AMERICAN Type Founders Co., 200 Elmora Ave., Elizabeth, N. J.
★ANCHOR Chem. Co., 827 Bergen St., Brooklyn
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
DITTO, Inc., 6800 McCormick Rd., Chicago 45
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
STANDARD Duplicating Machine Corp., 1935 Parkway, Everett, Mass.
VARN Products Co., 2615 123rd St., Flushing 54, N.Y.

E

EASELS, CARDBOARD
ALVIN Co., 215 W. 20th St., New York 11
CONTINENTAL Can Co., 10 Main St., Kensington, Conn.
FREEDMAN Die Cutters, Inc., 281 Lafayette, New York 12
LANSKY Die Cutting Co., 473 President, Brooklyn 15

EDITION MARKERS, NEWSPAPER
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago

EJECTOR PRESS PUNCHES
ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
AMERICAN Fabricators, 22 W. 21st St., New York 10
DUDLEY, Kenneth E., Co., Box 806, Hagerstown, Md.
HELMOLD, J. F., & Bros., 1462 W. Shakespeare Ave., Chicago 14
MARKEL Rubber Products Inc., 514 Jackson, New York 55
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
TRIUMPH Equip. Engineers, 6506 Walker St., Minneapolis

ELECTRIC EYE REGISTER CONTROL
BECK, Chas., Machine Corp., 44 Church Road, King of Prussia, Pa.
CAMERON Machine Co., 61 Popular St., Brooklyn 2
★CHAMPLAIN Co., Harrison Ave., Roseland, N. J.
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
ELECTRIC Eye Equip. Co., 1930 E. Fairchild, Danville, Ill.
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
SMITH & Winchester Mfg. Co., South Windham, Conn.
WESTINGHOUSE Electric Co., E. Pittsburgh, Pa.

ELECTRICITY GENERATORS
ALLIS, Louis, Co., Milwaukee 1, Wis.
ALLIS-CHALMERS Mfg. Co., 1127 S. 70th St., Milwaukee 2
CATERPILLAR Tractor Co., Peoria, Ill.
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
HANSON-VanWinkle-Munning, Church St., Matawan, N.J.
KATO Engineering Co., Mankato, Minn.
RELIANCE Electric & Eng. Co., 1088 Ivanhoe, Cleveland
SIMPLEX Time Recorder Co., 24 S. Lincoln, Gardner, Mass.

ELECTRIC NEUTRALIZERS (see Static Eliminators)

ELECTRONIC MOTOR CONTROLS
ALLIS, Louis, Co., Milwaukee 1, Wis.
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
★CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee
ELECTRON Equipment Corp., Box 229, S. Pasadena, Calif.
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
GENERAL Radio Co., Baker Ave., W. Concord, Mass.
RELIANCE Electric & Eng. Co., 1088 Ivanhoe, Cleveland

ELECTROTYPE BEARERS
★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City, N.Y.
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
TAYLOR-Made Rule Co. 65 Flatbush Ave., Brooklyn 17

ELECTROTYPERS' PLATING EQUIPMENT
DAWSON Corp., 302 Fifth Ave., Pelham, N.Y.
HANSON-VanWinkle-Munning, Church St., Matawan, N.J.
MUNNING & Munning Inc., 202 Emmet, Newark 5, N. J.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PRENCO Engineering Corp., 6435 N. Central, Chicago 46

ELEVATORS, PAPER HANDLING (Tiering Machines)
AUTOMATIC Transportation Co., Div. of Yale & Towne Mfg. Co., 101 W. 87th St., Chicago
AUTOQUIP Corp., 1140 S. Washtenaw, Chicago 12
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
EASTON Car & Construction Co., Easton, Pa.
ECONOMY Engineering Co., 4511 W. Lake St., Chicago
LINK-Belt Co., 1700 Prudential Plaza, Chicago 1
LEWIS-Shepard Products Inc., 125 Walnut, Watertown 12, Mass.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
OTIS Elevator Co., Baker Industrial Trucks Div., 1211 W. 80th St., Cleveland 2
PAASCHE Airbrush Co., 1909 Diversey, Chicago 14
REVOLVATOR Co., 2000 86th St., North Bergen, N.Y.
ROTARY Lift Co., 1054 Kansas St., Memphis, Tenn.
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.

EMBOSSING FOR THE TRADE
DURAND Mfg. Co., 939 W. 35th St., Chicago 9
FAIR Publishing House, Schauss Ave., Norwalk, Ohio
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
HESS & Young, 1118 N. 3rd St., Philadelphia 23
★KINGSPORT Press, Inc., Kingsport, Tenn.
KNITTEL, P. J., Engraving Shop, 217 E. 8th St., Cincinnati
LANSKY Die Cutting Co., 473 President, Brooklyn 15
LITHOGRAPHERS Finishing Co., 635 W. 54th St., New York 19
NATIONAL Publishing Co., 24th & Locust Sts., Philadelphia 1
SLOVES Mechanical Binding Corp., 601 W. 26th St., New York 1

EMBOSSING MACHINES, ROLLER (Eggshelling, Pebbling, Roughing and Stippling)
ACKERMAN Gould Co., 10 Neil Court, Oceanside, L. I., N.Y.
CAVAGNARO, John J., 5th & Essex Sts., Harrison, N. J.
FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
INTA-Roto Machine Co., Box 454, Richmond, Va.
KNOWLTON, M. D., Co., Rochester, N.Y.
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
SANDY Hill Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
WALDRON, John, Corp., Box 791, New Brunswick, N. J.

EMBOSSING MACHINES, ROLLER, ROLLS (Embossing Cylinders)
BINGHAM'S, Sam'l, Sons Mfg. Co., 636 Sherman St., Chicago 5
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.
SANDY Hill Iron & Brass Works, 27 Allen, Hudson Falls, N.Y.
STONE, Thos. & George M., 502 Mulberry, Newark 5, N.J.

EMBOSSING MACHINES, UPRIGHT
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
EMBOSSOGRAF Corp. of America, 38 W. 21st St., New York 10
FRANKLIN Mfg. Corp., 692 Pleasant, Norwood, Mass.
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

EMPLOYMENT SERVICE
★GRAPHIC Arts Employment Service, 307 E. 4th St., Cincinnati 2

ENGRAVED STATIONERY FOR TRADE
ANTIOCH Bookplate Co., Yellow Springs, Ohio
BROWN Engraving Co., 322 Sixth, S., Nashville, Tenn.
ECKER, Will, & Co., 414 N. 12th St., St. Louis 1
MANHATTAN Announcement Co., 140 W. 22nd, New York
MORGAN Engraving Co., 1833 Levee St., Dallas 7
NATIONAL Engraving Co., 807 S. 20th, Birmingham, Ala.
SIEGRIST Engraving Co., 924 Oak, Kansas City 42, Mo.
STAUDER Engraving Co., 4130 Belmont Ave., Chicago

ENGRAVING MACHINES FOR METAL, BANK NOTES, etc.
AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 276 Park Ave., S., New York 10
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago
CRONITE Co., 88th & Hudson, North Bergen, N. J.

ENGRAVING MACHINES (Electronic) for Plastic and Metal Plates. (See also Etching Machines & Platemaking Systems)
BARRON, John N., c/o *Daily News-Tribune*, LaSalle, Ill.
★FAIRCHILD Graphic Equip. Div., Fairchild Camera & Instrument Corp., Fairchild Drive, Plainview, N.Y.
★H.C.M. Corp., 80 Varick St., New York

ENGRAVING PANTAGRAPH (Wood)
KNITTEL, P. J., Engraving Shop, Inc., 217 E. 8th St., Cincinnati 2
OLSEN-Mark Corp., 124 White St., New York 13
STONE, Thos. & George M., 502 Mulberry, Newark 5

ENVELOPE MAKING MACHINES
BERKLEY Machine Co., 819 E. 19th St., Kansas City 8, Mo.
HUMPHREY Design & Mfg., 16343 Euclid, E. Cleveland 8
LESTER & Wasley Co., Inc., 513 N. Main, Norwich, Conn.
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago
★PEARCE Development Co., 1606 E. 30th, Cleveland 14
SMITHE, F. L., Co., 633 W. 44th St., New York
STANDARD Duplicating Machines Corp., 1935 Revere Beach P'kw'y, Everett 49, Mass.
STAUDE, E. G. Div., 850 Ladd Rd., Walled Lake, Detroit, Mich.

ENVELOPE MANUFACTURERS (see Paper Listings)

ENVELOPE OPENERS
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
FRIDEN, Inc., San Leandro, Calif.
PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.

ENVELOPE SEALING MACHINES
AMSCO Packaging Mchy. Co., 31-31 48th Ave., Long Island City, N.Y.
BETTER Packages, Inc., Shelton, Conn.
FRIDEN, Inc., San Leandro, Calif.
PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.
SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark
STANDARD Duplicating Machines Corp., 1935 Pkwy., Everett 49, Mass.

ESTIMATING GUIDES
1 Ink Consumption
2 Job Printing Cost
3 Paper
4 Type Conversion Rules

1 2 3 4
BALDWIN Paper Co., 233 Spring St., New York
3
HOCH, Fred W., Associates, Inc., 461 Eighth, New York 1
1 2 3 4
PORTE Publishing Co., P.O. Box 143, Salt Lake City 6
2
SEAL-O-MATIC Dispenser Corp., 169 Murray, Newark 5
4
SINCLAIR & Valentine, 611 W. 129th St., New York
1

ETCHES, STEEL and COPPER PLATE
CRONITE Co., 88th & Hudson, North Bergen, N. J.
ECKER, Will, & Co., 414 N. 12th, St. Louis 1
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

ETCHING MACHINES (See also Engraving Machines & Platemaking Systems)
AMSTERDAM Continental, 276 Park Ave., S., New York 10
AURORA School of Photoengraving, Aurora, Mo.
BROWN, W. A., Mfg. Co., 2035 Charleston, Chicago 47
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CRONITE Co., 88th & Hudson, North Bergen, N. J.
DIRATS Photo Plate Co., 181 Notre Dame, Westfield, Mass.
DOUTHITT Corp., 245 Adair St., Detroit 3
EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10
HOE, R., & Co., 910 E. 138th St., New York 54
HOLMSTROM, Axel, Etching Machines, 321 Walnut St., Philadelphia
MASTER Sales & Service Corp., Wyncote, Pa.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TASOPE Co., Aurora, Mo.
U.S. Stoneware Co., 60 E. 42nd St., New York 17

ETCHING MACHINES for MARKING
IDEAL Industries, Inc., 5065 Park Ave., Sycamore, Ill.

EXHAUST SYSTEMS
DE VILBISS Co., 300 Phillips Ave., Toledo, Ohio
LAMSON Corp., 259 Lamson St., Syracuse 1, N.Y.
PAASCHE Airbrush Co., Div., 1909 Diversey Pkwy., Chicago 14

EYELETTING, BRASS
FREEDMAN Die Cutters, Inc., 2857 Lafayette, New York 12
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
STANDARD Tag Co., 65 Duane St., New York 7

EYELETTING MACHINES
BATES Mfg. Co., 63 Vesey St., New York 7
★GRAEBER Stringing & Wiring Machine Co., Div. of New Era Mfg. Co., Box 400, Hawthorne, N. J.
MAKATAO Co., 2 Linden St., Reading, Mass.
UNITED Shoe Machinery Corp., 140 Federal St., Boston
WAKEFIELD Machine Co., Inc., Wakefield, Mass.

EYELETS
AMERICAN Brass Co., Waterbury 20, Conn.
BATES Mfg. Co., 63 Vesey St., New York 7
STIMPSON, Edwin B., Co., 70 Franklin, Brooklyn 5
UNITED Shoe Machinery Corp., 140 Federal St., Boston

EYELETS, TELESCOPIC (Plastic)
KIRK, F. J., Molding Co., Brook St., Clinton, Mass.

F

FANS, PRESS ROLLER COOLING
AMERICAN Blower Corp., Box 58, Roosevelt Park Annex, Detroit 13
ILG Electric Ventilating Co., 2850 N. Crawford, Chicago
TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.

FANS, PROPELLER
AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12
BUFFALO Forge Co., 490 Broadway, Buffalo 4
DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis
ILG Electric Ventilating Co., 2850 N. Crawford, Chicago
TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

FANS, VENTILATING

AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
BUFFALO Forge Co., 490 Broadway, Buffalo 4
CARRIER Corp., Carrier Pkwy., Syracuse 1, N.Y.
DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
DOUTHITT Corp., 680 E. Fort St., Detroit 26
EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis
GENERAL Electric Co., 1 River Rd., Schenectady, N.Y.
ILG Electric Ventilating Co., 2850 N. Crawford, Chicago
PAASCHE Airbrush Co. Div., 1909 Diversey Parkway, Chicago 14
TRANE Co., La Crosse, Wis.
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
WING, L. J., Mfg. Co., Linden, N. J.

FASTENERS, PAPER

BOSTITCH, Inc., E. Greenwich, R. I.
DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
★HELLER Roberts Mfg. Co., 6151 Carnegie, Cleveland 6
STIMPSON, Edwin B., Co., 70 Franklin, Brooklyn 5
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
WILSON Jones Co., 209 S. Jefferson St., Chicago 6

FEATHER EDGING MACHINES

LESTER & Wesley Co., 513 N. Main St., Norwich, Conn.

FEEDERS

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2 Cylinder Press Feeders
3 Envelope Feeder (Two-up)
4 Folding Machine
5 Gumming Machine
6 Perforating Machine
7 Platen Press
8 Roll Leaf
9 Roll Paper
10 Ruling Machine
11 Rotary Press, Sheet-fed
12 Stream Feeders

ACKERMAN Gould Co., 10 Neil Court, Oceanside, L.I., N.Y. 1 2 3 4 5 6 7 8 9 10 11 12
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Road, Cleveland 17 8 11
ALVIN Co., 215 W. 20th St., New York 11 7
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass. 2
★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 2
BERRY Machine Co., 716 N. First St., St. Louis 2 1 2 7
BRANDTJEN & Kluge, Inc., 653 Gauthier, St. Paul, Minn. 7
CAMERON Machine Co., 61 Popular St., Brooklyn 2 9
CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia 2
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5 2 11
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8 1 2 4 11 12
GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich. 1 2 12
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10 8
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. 1 4 5 6 9 10
JOHNSTONE Engr. & Machine Co., Parkesburg, Pa.
KNIGHT Engr. & Machine Co., P.O. Box 883, Clanton, Ala. 9
KOHLER Systems Co., 159 E. Chicago Ave., Chicago 11 9
McADAMS, John, & Sons, Inc., 20 Knight, Norwalk, Conn. 9 10 11
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago 3 9 12
MOORE, Kenneth J. & Co., 1778 W. Estes Ave., Chicago 5
NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich. 9
NEW Jersey Machine Corp., Hoboken, N. J. 5
PEERLESS Roll Leaf Co., 4511 New York, Union City, N.J.
SCOTT, Walter, & Co., 535 South Ave., Plainfield, N. J. 9
SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5 5
SPECIALTY Automatic Machine Co., 8 Cambridge St., Burlington, Mass. 4 11
STANFORD Engineering Co., Salem, Ill.
STOLP-Gore, Co., Inc., 123 S. Jefferson, Chicago 14 4
TURNER Equipment, Inc., 6510 Euclid, Cleveland 3 1 2 12
TURNER Printing Machinery, Inc., 732 S. Sherman St., Chicago 5 1 2 12
★TYPE & Press of Illinois, 3312 N. Ravenswood, Chicago 1 2 12

FEEDERS, METAL (Composing Machines)

AMSTERDAM Continental, 276 Park Ave., S., New York 10
ELECTRIC Heating Co., 8616 Madison Ave., South Gate, Calif.
★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2
MARGACH Mfg. Co., Inc., 82 Beekman St., New York
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kan.
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
MONTGOMERY Co. Inc., P.O. Box 309, Towanda, Pa.
STAR Parts Inc., S. Main St., So. Hackensack, N. J.
STREAMLINE Metal Feeder Co., 106 Walker, New York 13
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22

FILM CEMENT

★ANCHOR Chem. Co., 827 Bergen St., Brooklyn
ANSCO, General Aniline & Film Corp., Charles St., Binghamton, N.Y.
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
LOX Mfg. Co., 3310 E. 31st St., Kansas City 3, Mo.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

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★ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38

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FILM GUIDE MACHINES

YOUNG Engineering Co., 2429 N. Sheffield, Chicago

FILM FOR PLATEMAKING

ANSCO, General Aniline & Film Corp., 40 Charles St., Binghamton, N.Y.
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
★DU PONT, E. I., de Nemours, 1428 Nemours Bldg., Wilmington 98, Del.
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
PHILLIPS & Jacobs, 618 Race, Philadelphia 6
★PITMAN, Harold M. Co., 33rd & 51st Ave., Chicago 50

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DOUTHITT Corp., 680 E. Fort St., Detroit
GOODKIN, M. P., Co., 112 Arlington St., Newark 2, N.J.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

FILM, PAPER, PLATES

ANSCO, General Aniline & Film Corp., 40 Charles St., Binghamton, N.Y.
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED Hammer Dry Plate & Film Co., 2711 Miami St., St. Louis 18
CRAMER Dry Plate & Film Co., 1853 Shenandoah, St. Louis
DI-NOC Chemical Arts, Inc., Photo Products Div., 1700 London Road., Cleveland
DOUTHITT Corp., 245 Adair St., Detroit 3
★DU PONT, E. I., de Nemours & Co., Photo Products Dept., 1428 Nemours Bldg., Wilmington 98, Del.
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
GEVAERT Co. of America, Inc., 423 W. 55th, New York
★HALOID Xerox, Inc., 53-219 Haloid St., Rochester, N.Y.
ILFORD, Limited, 37 W. 65th St., New York 23
NORMAN-Willets Graphic Supply Co., 316 W. Washington, Chicago
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7

FINISHING EQUIPMENT, ELECTROTYPERS' AND STEREOTYPERS'

CARLSON, Chesley F., Co., 2240 Edgewood Ave., Minneapolis 26
★COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., Inc., 910 E. 138th St., New York
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

FIRE EXTINGUISHERS AND REFILLS

AMERICAN-La France Div. of Sterling Precision Corp., 158 La France St., Elmira, N.Y.
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
KIDDE, Walter, & Co., 1157 Main St., Belleville 9, N.J.
PYRENE Mfg. Co., 560 Belmont Ave., Newark 8
RANDOLPH Laboratories, Inc., 8 E. Kinzie St., Chicago
WIL-X Mfg. Co., subsidiary, Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn

FLANNELS

BEST, Edward, & Co., 210 Lincoln St., Boston 5
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
GODFREY Roller Co., 211 N. Camac St., Philadelphia
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 38
ROBERTS & Porter, Inc., 535 W. Adams St., Chicago
★ROLL-O-Graphic Corp., 133 Prince St., New York 12
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th St., New York

FLEXOGRAPHIC INKS

(see Inks—Special)

ipi FLEXO INKS

FLOCK

CELLUSUEDE Products, Inc., 500 N. Madison, Rockford, Ill.
CLAREMONT Flock Corp., 169 Main St., Claremont, N. H.
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
RAYON Processing Co., 1 Moshassuck, Pawtucket, R. I.

FLOCK PRINTING SUPPLIES

CELLUSUEDE Products, Inc., 500 N. Madison, Rockford, Ill.
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
SINCLAIR & Valentine Co., 611 W. 129th St., New York

FLUORESCENT and PHOSPHORESCENT PRODUCTS

BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
CAMDEN Ink & Color Co., 1001 Market, Camden, N. J.
★CENTRAL Compounding Co., 1718 N. Damen, Chicago
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12
FRINK Corp., 27-01 Bridge, N., Long Island City, N.Y.
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland
U.S. RADIUM Corp., Morristown, N. J.

FLUORESCENT PROCESS (Color Correction)

FRINK Corp., 27-01 Bridge, N., Long Island City, N.Y.
ROSCO Laboratories, 29 Moore St., Brooklyn

FLYING PASTERS FOR PRESSES

★ACME Machinery Division, 1834 Broadway, New York 23
CRABTREE, R. W., & Sons, Inc., 56 Beaver St., New York 4
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., Inc., 910 E. 138th St., New York
WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

FOIL AND LEAF

1 Aluminum or Bronze Powders
2 Aluminum Foil, Plain and Colored
3 Copper Foil
4 Colored Gold Foil and Leaf
5 Gold Leaf, Roll
6 Gold Leaf, Sheet and Aluminum Leaf, Sheet and Roll
7 Imitation Gold Foil and Leaf
8 Lead and Tin Foil
9 Palladium Leaf
10 Plastic Marking Foil and Leaf
11 Silver Foil and Leaf

ACKERMAN Gould Co., 10 Neil Court, Oceanside, L.I., N.Y. 1 2 3 4 5 6 7 8 9 10 11
ALL Purpose Roll Leaf Corp., 37 W. Century Rd., Paramus, N. J. 4 5 10
2 3 4 5 6 7 10

1 2 3 4 5 6 7 8 9 10 11
ALLIED Finishing Specialties, 2639 W. Grand, Chicago 12
1
ALUMINUM Co. of America, 1501 Alcoa Bldg., Pittsburgh
1 2 6
★ANACONDA Aluminum Co., 1430 S. 13th St., Louisville 10, Ky.
2 7
ATLANTIC Powdered Metals, 38 Park Row, New York 1
1 11
BELMONT Smelting & Refining Works, 330 Belmont Ave., Brooklyn 7
1 8
BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.
1
COE, W. H., Mfg. Co., 5414 W. Madison, Chicago
4 5 6 7 10 11
★COUGHLIN Mfg. Co., 697-699 E. 132nd, New York 54
4 5 6 7 10 11

Autofoil ROLL LEAF
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• IMITATION GOLD
• ALUMINUM
• PIGMENT COLORS
Originators and pioneer manufacturers of roll leaf
COUGHLIN MANUFACTURING COMPANY
697-699 E. 132nd St. New York 54, N. Y.

DIVISION Lead Co., 7742 W. 61st Pl., Summit, Ill.
8
FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15
7
GOLD Leaf & Metallic Powders, Inc., 145 Nassau, New York 38
1 5 6 11
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
1
GRIFFIN, Campbell, Hayes, Walsh, Inc., 30 E. 21st, New York 10
2 3 4 6 7 10 11
HASTINGS & Co., Inc., 2314 Market St., Philadelphia 3
4 5 6 7 9 10 11
ILLINOIS Bronze Powder Co., 2023 S. Clark, Chicago 16
1 6 7
JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis
2 4 8
KINGSLEY Machine Co., 850 Cahuenga, Hollywood 38, Calif.
2 3 4 5 6 9 10
McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia
1 2 3 4 5 6 7 10 11
NATIONAL Lead Co., Blatchford Div., 111 Broadway, New York
8
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
OLSEN-Mark Corp., 124 White St., New York 13
2 4 5 6 7 10 11
PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.
2 3 4 5 6 7 9 10 11
REVERE Copper & Brass, Inc., 230 Park Ave., New York 17
2 3
REYNOLDS Metals Co., 6601 W. Broad St., Richmond 18, Va. 2
SOLAR Gold Leaf Co., 216 Alabama Ave., Brooklyn 7
5 6
SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford, Conn.
2 3 4 5 6 7 10 11
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland
4
WEHRUNG & Billmeier Co., 3624 Lincoln Ave., Chicago
1 5 6 9 11

FOIL, ELECTROTYPERS'

DIVISION Lead Co., 7742 W. 61st Place, Summit, Ill.
FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15
JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis
UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22

FOLDING MACHINES AND PRESS-ATTACHED FOLDERS

1 Folding Machines, Commercial Job
2 Folding Machines, Fanfold
3 Folding Machines, Letter
4 Folding Machines, Magazine
5 Folding Machines, Newspaper
6 Folding Machines, Quire & Section
7 Folders (press-attached), Magazine
8 Folders (press-attached), Newspaper
9 Folders, Specialty

1 2 3 4 5 6 7 8 9
ADDRESSING Mach. & Equip. Co., 326 Broadway, New York 7
1 3
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17
3
★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N. J.
7
AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
1 3 9
ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago
1 9

1 2 3 4 5 6 7 8 9
BABCOCK Printing Press Corp., 800 Waynesburg Rd., S.E. Canton 1, Ohio
7 8 9
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
9
★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia
1 3 4 5 9
BROWN Folding Machine Co., 3767 Chester, Cleveland
14
1 4 5 9
★CHALLENGE Mchy. Co., First St., Grand Haven, Mich.
1 2 3

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CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia
1 9
★COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
7 9
CRABTREE, R. W., & Sons, Inc., 56 Beaver St., New York
4
4 5 7 8
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
1 3
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
1 3 4 5 7 9
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
3
EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N.Y.
7
FARRINGTON Bus. Machines Corp., 1218A Industrial Park, New Bedford, Mass.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
7 8
HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio
2
HOE, R., & Co., 910 E. 138th St., New York 54
5 7 8
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
7 9
McADAMS, John, & Son, 20 Knight St., Norwalk, Conn.
6
MACEY Co., subsid. of Harris-Intertype Corp., 13835 Enterprise, Cleveland 35 9
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
3
MODERN Equipment Co., 2011 Cuming, Omaha 2, Neb.
5 8
NELSON, C. B., & Co., 508 S. Kolmar Ave., Chicago
9
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
9
PITNEY-Bowes, Inc., Walnut & Pacific Sts., Stamford, Conn.
3
★SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio
2 9
STAUDE, E. G., Div., 850 Ladd Rd., Walled Lake, Detroit, Mich.
9
STRICKLAND, J. T., 615 Chestnut St., Philadelphia 6
★SUPER Speed, Inc., 742 S. Sherman, Chicago 5
1 2 3 4 5
WALDRON, John, Corp., P.O. Box 791, New Brunswick, N. J.
9
★WESTERN Prtg. Mchy. Co., 3519 N. Spaulding, Chicago
7 9

FORMERS AND SCORCHERS

BATES Mfg. Co., 30 Vesey St., New York 7
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
HOE, R., & Co., Inc., 910 E. 138th St., New York
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
PRINTING Equipment Corp., N. Republic Ave., Joliet, Ill.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
STA-HI Corp., 1235 W. Washington Blvd., Whittier, Calif.
STEREOTEX Co., 33 Crescent, Scituate, Mass.

FORMS (see Business Forms for the Trade)

FOUNTAIN DIVIDERS, INK

ACME Printing Appliance Co., 9455 Seymour, Schiller Park, Ill.
BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
★COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
DAYTON Rubber Co., 2342 W. Riverview, Dayton, Ohio
HOE, R., & Co., 910 E. 138th St., New York 54
PRINTING Mchy. Co., 436 Commercial Sq., Cincinnati 2

FOUNTAINS, INK GUNS

TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis

FOUNTAINS, INK, NEWSPAPER, COLOR, PORTABLE

★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., Inc., 910 E. 138th St., New York 54

FOUNTAIN SOLUTIONS, OFFSET

★AMERICAN Type Founders, Inc., 200 Elmora, Elizabeth 8, N. J.
ARC Litho Specialties Co., P.O., Box 666, Freeport, L. I., N.Y.
BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland
DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E 71st St., Cleveland 5
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
★PITMAN, Harold M., Co., 33rd & 51st Ave., Chicago 50

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CLEVELAND 11, OHIO 3501 WEST 140th STREET
NEW YORK 36, N. Y. 230 WEST 41st STREET

★RBP Chemical & Supply, Inc., 1640 N. 31st St., Milwaukee 8
★ROLL-O-Graphic Corp., 133 Prince St., New York 12
★SIEBOLD, J. H. & G. B., 150 Varick St., New York
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
VAN Son Holland Ink Corp. of America, Mineola, N.Y.
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

FURNACES, METAL

1 Remelting Composing Room (Pig Molds and Tools)
2 Stereotype

1 2
FISHER Furnace Div., Lindberg Engineering Co., 2450 W. Hubbard St., Chicago 12
1 2
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
2
HOE, R., & Co., Inc., 910 E. 138th St., New York
2
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago
1
INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.
1 2
★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2
1
JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Ia.
2
KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore
1 2
MARGACH Mfg. Co., Inc., 82 Beekman St., New York
1
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
1
MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kan.
MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13
1
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
1 2
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
2
SURFACE Combustion, Toledo 1, Ohio
1
UNITED American Metals, 2246 W. Hubbard, Chicago 12
1 2
UNITED Stereotype Supply Corp., Box 38, West Lynn, Mass.
1 2
WOOD Newspaper Mchy. Corp., 501 Fifth Ave., New York 17
2

FURNITURE

1 Composition
2 Iron
3 Wood
4 Magnesium
5 Aluminum
6 Plastic

1 2 3 4 5 6
AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.
3
AMSTERDAM Continental Types & Graphic Equip., Inc., 276 Park Ave., S., New York 10
5

1 2 3 4 5 6
BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.
3
★CHALLENGE Machinery Co., Grand Haven, Mich.
2 4

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METAL FURNITURE
TYPE-HIGH GAGES
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★HAMILTON Mfg. Co., Two Rivers, Wis.
3
HUFFMAN, M. V., Mfg. Co., 5415 York, Los Angeles 42
5 6
IRWIN Mfg. Co., 101 Main St., Garland 1, Pa.
3
JUDSON Type, Inc., 151 W. 23rd St., New York 11
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St., Below Erie Ave., P.O. Box 4768, Philadelphia 34
1
MONOMELT Co., 1611 Polk St. N.E., Minneapolis
4
PERFECTION Type, Inc., 2716 Nicollet, Minneapolis
1 2 3 4
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
4
STEPHENS, Samuel & Wickersham Quoin Co., 174 High, Boston
2 3
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
3
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
3

FURNITURE CASTING MOLDS

★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14

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GALLEY LABEL HOLDER

GRAPHIC Arts Mfg. Corp., 22 Franklin, Clifton, N. J.
★HAMILTON Manufacturing Co., Two Rivers, Wis.
METZ, Fred, 390 E. 162nd St., New York 56

GALLEYS AND GALLEY LOCKS

ACME Type Foundry, 633 Plymouth Court, Chicago 5
★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.
AMERICAN Wood Type, 35 W. 3rd St., New York
ANGLE Steel Stool Co., 309 W. Oak, Plainwell, Mich.
BRODERICK & Johnson Printing Equipment, 1725 S. Maple Ave., Los Angeles 15
★CHALLENGE Machinery Co., Grand Haven, Mich.

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GALLEY CABINETS
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★CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7
GRAPHIC Arts Mfg. Corp., 22 Franklin, Clifton, N. J.
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N. J.
★HAMILTON Mfg. Co., Two Rivers, Wis.
LITHO Metal Mfg. Co., 1410 S. Aberdeen, Chicago 8
MAYVILLE Metal Products Co., Mayville, Wis.
RIEHL Galley Lock Co., Inc., 748 E. 82nd St., Cleveland
STANLEY Leverlock, Walter Y. Stanley, Hastings, Mich.
STAR Parts, Inc., S. Main St., So. Hackensack, N. J.
★SUPER Speed, Inc., 742 S. Sherman, Chicago 5
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
THOMPSON Cabinet Co., Lake St., Ludington, Mich.

GATHERING AND STITCHING MACH. (see Collating and Gathering)

GAUGE PINS, GUIDES, GRIPPERS

CASPER Gripper Co., 2123 E. Ninth St., Cleveland
GRAPHIC Arts Laboratories, 549 W. Randolph, Chicago
★MEGILL, Edward L., Co., 761 Atlantic Ave., Brooklyn
STILES, Chas. L., 64 Hanford St., Columbus, Ohio
SURE-Grip Gauge Pin Co., 9022 S. Baltimore, Chicago

GAUGES, POWER, PAPER CUTTING MACHINES

★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
POWER Gauges, 304 Hudson St., New York 13

GAUGES AND TESTING INSTRUMENTS

1 Abrasion Tester
2 Casting Box
3 Color Fastness to Light
4 Color Matching
5 Copyfitting Systems
6 Densitometer
7 Depthometer
8 Durometer
9 Datvalkuescope
10 Halftone Dot Microscope
11 Halftone Screen Finder
12 Inkometer
12a Magnetic Ink Testers
13 Make-up Gauge
14 Matrix
15 Micrometer
16 Moisture
17 Paper
18 pH Comparator
19 pH Meter
20 Plate
21 Press Test Blocks
22 Press Packing Gauge (Offset)
23 Roller Setting
24 Rules and Line Gauges
25 Saw
26 Scleroscope
27 Sheet Register
28 Slug
29 Stroboscope
30 Surface Pyrometer
31 Tachometer
32 Type High
33 Burst Tester

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ABBEON Supply Co., 179-15 Jamaica Ave., Jamaica 32, N.Y.
15
ALICO, Inc., Montague, Mass
25 26 19 11
AMERICAN Evotype Corp., 739 Osterman Ave., Deerfield, Ill.
15 18
AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.
32
AMSTERDAM Continental, 276 Park Ave., S., New York 10
6
AMTHOR Testing Instr. Co., 45 VanSinderen, Brooklyn 7
15 17 31 33
ANALYTICAL Measurements, 585 Main St., Chatham, N.J.
18
ATLANTIC Numbering Machine Co., 4702 18th St., Brooklyn 5
30 21
ATLAS Elec. Devices Co., 361 W. Superior, Chicago 18
3
AUTOMATION Products, Inc., 3030 MaxRoy St., Houston
24 7
BAUSCH & Lomb, Inc., 681 Bausch St., Rochester, N.Y.
4 11
BECKMAN/Scientific and Process Instruments Div., 2500 Harbor Blvd., Fulleton, Calif. 19
BLACK Rock Mfg. Co., 189 Osborne, Bridgeport 5, Conn.
23
BRANDT Corp., P.O. Box 465, New Orleans
5
BRISTOL Co., Bristol Rd., Waterbury 20, Conn.
15 18 19
30 31
BROWN & SHARPE Mfg. Co., 235 Promenade St., Providence, R.I. 15 17
CADY, E. J., & Co., 630 Harlem, River Forest, Ill.
23 15 17 33
CAMBRIDGE Instrument Co., Inc., 3732 Grand Central Terminal, New York 17
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★CHALLENGE Machinery Co., Grand Haven, Mich.
23 32

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METAL FURNITURE
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★COLWELL Litho Products, 402 Chicago, Minneapolis 15
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COMMERCIAL Engraving Publishing Co., 34 N. Ritter Ave., Indianapolis 11
★CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
12
CRAFTSMAN Line-Up Table Corp., 49 River St., Waltham 54, Mass.
27
DAYSTROM-Weston Sales Div., Daystrom, Inc., 614 Frelinghuysen Ave., Newark 12
16 7 31
DISSTON, Henry, Div. H. K. Porter Co., Unruh & Milnor Sts., Philadelphia 35
25
DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milwaukee 1
31
ELCO Typographic Service, Second & Dueber Sts., S.W., Canton 6, Ohio
5
FISHER Scientific Co., 717 Forbes, Pittsburgh 19
4 7 9
17 18
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
4 31
GENERAL Radio Co., Baker Ave., W. Concord, Mass.
29 31
GLOGAU & Co., 1914 W. Birchwood, Chicago
15 17
GOODKIN, M. P., Co., 112-Arlington, Newark 2
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
2 32
HABERULE Co., P.O. Box 245, Wilton, Conn.
24 5
HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.
HOCH, Fred W., & Assoc., 401 Eighth Ave., New York
13 5
HOE, R., & Co., 910 E. 138th St., New York 54
2 32
ILLINOIS Testing Labs., 420 La Salle St., Chicago 10
30
★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2, New York
5
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17, N.Y.
20
LA MOTTE Chemical Prod. Co., Chestertown, Md.
18
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St., Below Erie Ave., P.O. Box 4768, Philadelphia 34
14 5
LEE, Arthur B., 2 W. 45th St., New York 36
5
LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16
13 17 20
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
7
LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.
15 22
★MACBETH Arc Lamp Co., 141 Berkley St., Philadelphia
3
MACBETH Corp., P.O. Box 950, Newburgh, N.Y.
4 6 19
MINDEN Paper Gauge Co., 230 W. 41st, New York 36
15 17 33
MONOMELT Co., 1611 Polk St., N.E., Minneapolis
20 32 33
NOLAN Corp., Rome, N.Y.
30
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
23 27 28 20 32
POWERS Regulator Co., 3400 Oakton, Skokie, Ill.
16
PYROMETER Instrument Co., Bergenfield, N. J.
28
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
25
ROLLER Corp. of America, 611 South Ave., Garwood, N.J.
23
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14
24
SIZE Control Co., Div. American Gauge & Machine Co., 35 E. Wacker Drive, Chicago 1
17 7 20
25 28
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
14 15
STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago
31
STICHT, Herman H. Co., Inc., 27 Park Pl., New York 7
27 28 29
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
7

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TABER Instrument Corp., 111 Goundry St., N. Tonawanda, N.Y.
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TAYLOR, W. A., & Co., 7300 York Road, Baltimore
18
TESTING Machines, Inc., 72 Jericho, Mineola, L. I., N.Y.
1 4 6 8
13 15 16 17 18 19
26 30 31 33
THWING-Albert Instr. Co., Penn & Pulaski, Philadelphia
13 17
TIME Saver Products Co., 44 Saline St., Pulaski, N.Y.
17 32
★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
15 30 20
TOLEDO Scale Co., Toledo, Ohio
17
TRIPLET Gauge, 14 Vanderwater St., New York 7
20
UNITED American Metals, 2246 W. Hubbard, Chicago 12
30
★VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicago
13 17 20 21
28 32
WALLIN Printers Supply, 309 S. 13th St., Omaha, Neb.
25
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
25 32
WESTINGHOUSE Electric & Mfg. Co., E. Pittsburgh, Pa.
29
WESTON Inst. Div., Daystrom, Inc., 614 Frelinghuysen Ave., Newark 12 16 7 31
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
12 6 18 19
29
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.
15 8
ZERNICKOW, O., Co., 15 Park Row, New York 38
31

GOLD FOIL (see Foil and Leaf)

GRAINING MACHINE LININGS

AMERICAN Graded Sand Co., 2942 N. Ashland, Chicago
BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago
★PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J.

GRAINING MACHINES, OFFSET PLATES

AMSTERDAM Continental Types & Equip. Inc., 276 Park Ave., S., New York 10
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
★LITHO Chemical & Supply Co., 46 Harriet, Lynbrook, N.Y.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich.
OXY-DRY Sprayer Co., 1134 W. Montrose Ave., Chicago
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
ZARKIN Machine Co., 34-19 10th, Long Island City 6, N.Y.

GRAINING SANDS AND QUARTZ

BALLOU Graded Sand Co., P.O. Box 295, Ottawa, Ill.
CARBORUNDUM Co., Niagara Falls, N.Y.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
★RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

GRINDING, CUTTING, DRILLING, POLISHING, BUFFING MACHINES

AMSTERDAM Continental, 276 Park Ave., S., New York 10
BLACK & Decker Mfg. Co., Towson 4, Md.
BLACK Rock Mfg. Co., 189 Osborne, Bridgeport, Conn.
BOICE-CRANE Co., 930 Central Ave., Toledo 6, Ohio
CHICAGO Wheel & Mfg. Co., 1101 W. Monroe, Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.
HANEY, O. C., Co., 3859 Victoria Ave., Los Angeles
HANSON-VanWinkle-Munning, Church St., Matawan, N.J.
MANHATTAN Rubber Div., Raybestos-Manhattan, Inc., 61 Willet St., Passaic, N.J.
MONOMELT Co., 1611 Polk St., N.E., Minneapolis 13
SPEEDWAY Mfg. Co., 1834 So. 52nd Ave., Cicero 50
STANLEY Electric Tools Div., of Stanley Works, 480 Myrtle St., New Britain, Conn.

GUILLOTINE CUTTERS (Photoengravers)

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
DOUTHITT Corp., 245 Adair St., Detroit 3
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PAVYER Printing Machine Works, 600 S. Broadway, St. Louis
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6

GUMMING, GLUING, PASTING EQUIP.

1 Glue Pots and Kettles
2 Gluing, Gumming, Pasting Machines
3 Labeling
4 Lining
5 Mounting
6 Paper Covering
7 Stripping
1 2 3 4 5 6 7
ACME Electric Heating Corp., 99 Reading St., Roxbury 19, Mass.
1
AMERICAN Tape Co., 4058 Beaufait Ave., Detroit 7
7
ANDERSON, C. F., & Sons, 3225 Calumet, Chicago
1
ATLANTIC Numbering Machine Co., 4702 18th St., Brooklyn 5
2 7
BETTER Packages, Inc., 258 Canal St., Shelton, Conn.
2 3
BLACK & Decker Mfg. Co., Towson 4, Md.
1
BRACKETT Stripping Machine Co., 505 Jackson, Topeka, Kan.
7
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
7
CHAMBERS Bros. Co., 52nd & Media St., Philadelphia
2
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
3
CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22
1 2 3 4 5 6
CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky.
2
★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia, Kan.
2
DOEPEL, J. E., Co., 626 Race St., Philadelphia
2
DURBROW & Hearne, 12 Wooster St., New York
2
EMBOSSOGRAPH Process Co., 3720 14th, Brooklyn 18
1
FARRINGTON Bus. Machines Corp., 1218A Industrial Park, New Bedford, Mass.
2
GARDEN State Mtg. & Fin. Co., 106 Adams, Mohawk, N.J.
2 5
GRIFFIN, Campbell, Hayes, Walsh, 30 E. 21st, New York
1 2 3
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N.J.
2 3
HIGH Production Machine Co., 533 N. 11th, Philadelphia
2
HOLD-Heat Products Corp., 905 Belmont, Chicago 14
1
HOLLINGSWORTH, William, Machinery Co., 227 Holliday St., Baltimore
2
HUNT, W. G., & Co., 119 W. Caledonia, Laurinburg, N.C.
INSTANTANEOUS Glue Converter Co., 2217 Iowa Ave., Cincinnati
1
INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.
2
KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago
2
LIBERTY Electric Co., 1915 Madison, Indianapolis
1
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26
1 2 3 4 5 6 7
MULLER, Chas. A., Co., 153 Lafayette St., New York
2
NEW Advance Mchy., Div. of Pennell Industries, Inc., P.O. Box 191, Van Wert, Ohio
1
NEW Jersey Machine Corp., 16th & Willow, Hoboken, N.J.
2 3 4 7
PARRY, S. R., Machine Co., 222 Mill St., Rochester, N.Y.
3 4
PAVYER Prtg. Machine Works, 600 S. Broadway, St. Louis
2 7
PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San Mateo, Calif.
2
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
1 2 3 4 5 6 7
SCHAEFER Machine Co., 145 Front, Bridgeport 6, Conn.
2 3 5 7
SEAL-O-Matic Dispenser Corp., 220 Church St., 169 Murray St., Newark, N. J.
2
★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13
6
SPECIALTY Auto. Machine Co., 8 Cambridge St., Burlington, Mass.
2
STANDARD Paper Box Mach. Co., 476 Broome, New York
7
STA-Warm Electric Co., 1957 N. Chestnut St., Ravenna, O.
1
STOKES & Smith Plant, FMC Packaging Machinery Div., 4900 Summerdale Ave., Philadelphia
2
★SUPER Speed, Inc., 742 S. Sherman, Chicago 5
7

1 2 3 4 5 6 7
U.S. AUTOMATIC Box Mchy. Co., 18 Arboretum, Boston
2 7
UNITED Shoe Machinery Corp., 140 Federal St., Boston
WALDRON, John, Corp., Box 791, New Brunswick, N. J.
2
WILL-LO Products, 4518 N. Winchester, Chicago 40

H

HEADBINDING MACHINES (Bookbinders)

★DEXTER Co., div. of MGD, Inc., 2011 Hastings St., Chicago 8
FULLER, E. C., Co., 28 Reade St., New York 7
MID-STATES Gummed Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 So. Harlem, Bedford Park, Ill.
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

HEATERS, SHEET and WEB DRYERS

1 Gas
2 Electric
3 Lamps, Infra Red
4 Ovens
5 Unit Industrial
6 Web Dryers
1 2 3 4 5 6
ACME Electric Heating Corp., 99 Reading St., Roxbury 19, Mass.
2 4
★ACME Printing Appliance Co., 9455 Seymour Ave., Schiller Park, Ill.
1 2 3 4 5 6
AMERICAN Blower Div., American Standard, 8111 Tireman Ave., Detroit 32
1 5
AMPERE Industries, Industrial Process Div., 60 Boston St., Newark 3
★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
1 2
BRANDTJEN & Kluge, 653 Gaultier, St. Paul 3, Minn.
2
CARRIER Corp., Carrier-Pkwy., Syracuse 1, N.Y.
5
CRAIG Corp., 143 W. 20th St., New York
1 3 4 5 6
CRONITE Co., 88th & Hudson Blvd., North Bergen, N. J
1 2 3
★DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland 13
1 2 3 4 5 6

DOYLE
INFRARED DRYERS AND HEATERS
for all types of printing presses and for all processing
THE J. E. DOYLE COMPANY
1220 West 6th St., Cleveland 13, Ohio

FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
1 4 5 6
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
4
GAETJENS, Berger, Wirth, Inc., 35 York St., Brooklyn 1
1 2
GENERAL Electric Co., 1 River Rd., Schenectady, N.Y.
2
GENERAL Research & Supply, 527 S. Division, Grand Rapids, Mich.
1 2 4 5 6
HERBERT Products Inc., Linden Ave., Westbury, N.Y.
1 2 3 4 5 6
JUDSON Type, Inc., 151 W. 23rd St., New York 11
LANCE, Chester L., Co., 620 Browder St., Dallas 1
1
MARSHALL Son & Wheelock, Inc., 82 Lincoln, Boston 11
2
MASTER Appliance Corp., 1745 Flett Ave., Racine, Wis.
MOORE, Kenneth J., & Co., 1778 Estes Ave., Chicago 26
2 3 4 5 6
MURRAY, D. J., Mfg. Co., 1002-1024 Third, Wausau, Wis.
5
★OFFEN, B., & Co., 168 N. Michigan, Chicago
6
PETERSEN Mfg. Corp., 18 Sebago St., Clifton, N. J.
2
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11
2 3 4 6
RATHBUN & Bird Co., 379 W. Broadway, New York
1
SELAS Corp. of America, Dresher, Pa.
1 4 5 6
STATIC Eliminator Co., 239 Centre St., New York 13
1 2
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
5
WIEGEND, E. L., Co., 7500 Thomas, Pittsburgh 8
2 3 4 5

HEAT-SET INKS (see Inks, Standard)

HEATING, VENTILATING SYSTEMS

CARRIER Corp., Carrier Pkwy., Syracuse 1, N.Y.
HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.

MERCHANTS & Evans Co., 2035 Washington, Philadelphia
TRANE Co., La Crosse, Wis.
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
WIEGEND, E. L., Co., 7500 Thomas, Pittsburgh 8
WING, L. J., Mfg. Co., Linden, N. J.

HOISTS, PAPER ROLL

AUTOQUIP Corp., 1140 S. Washtenaw, Chicago 12
COFFING Hoist Div., Duff-Norton Co., 2709 Preble Ave., Pittsburgh 30
ECONOMY Engineering Co., 4511 W. Lake St., Chicago
GENERAL Sales & Eng. Co., 4525 N. Clark St., Chicago 40
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
LEWIS-Shepard Products, Inc., 125 Walnut, Watertown 72, Mass.
REVOLVATOR Co., 2000 86th St., North Bergen, N. J.
SHAW Box, Crane & Hoist Div., Manning, Maxwell & Moore, Inc., Muskegon, Mich.
YALE & Towne Mfg. Co., 11,000 Roosevelt, Philadelphia

HOT SPOT CARBONIZING EQUIPMENT

DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis.
HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio
★SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

HUMIDIFIERS (see Air and Paper Conditioners)

HUMIDORS, MATRIX (Stereotype)

HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
★SCHRIBER Mchy. Co., 4900 Webster St., Dayton 4, Ohio
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12

I

IMAGE REVERSERS, STRAIGHT LINE

CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
GELB, Co., Joseph, 52 Arlington St., Newark 2

IMAGE REVERSING LENSES, STRAIGHT LINE

AMSTERDAM Continental Types & Graphic Equipment Inc., 276 Park Ave., S., New York 10

IMPRESSION LEAD, ELECTROTYPERS

NATIONAL Lead Co., Blatchford Div., 111 Broadway, New York

INDEX CUTTING MACHINES

CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky.
MONTGOMERY Co. Inc., Box 309, Towanda, Pa.
MULLER, Chas. A., Co., 153 Lafayette St., New York
NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.

INDEXING FOR TRADE

1 Edge
2 Step
3 Thumb

FINCK, C. E., Indexing Co., 157 Hudson, New York 13
1 2 3
MACHOL Edge Index, Inc., 1819 G St., N.W., Washington 6, D.C.
1
TAUBER's Bookbindery, Inc., 200 Hudson St., New York
13 2

INDEX TABS

AIGNER, G. J., Co., 426 S. Clinton St., Chicago 7
BEAVERITE Products, Inc., Beaver Falls, N.Y.
BUCHAN Looseleaf Records Co., 420 S. Penn. St., Clifton Heights, Pa.
BURKHARDT Co., 3817 W. Fort, Detroit 16
DENNISON Manufacturing Co., Framingham, Mass.
INDEX Sales Corp., 1313 W. Congress St., Chicago 7
MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10
PHILLIPS & Jacobs, 618 Race, Philadelphia 6
SHEPPARD, C. E., Co. Div., Yawman & Forbe Mfg. Co., 4401 21st St., Long Island City 1, N.Y.
SPEED Products Co., 32-01 Queens, Long Island City, N.Y.
WILSON Jones Co., 209 S. Jefferson St., Chicago 6

INK-ADJUSTING COMPOUNDS

AMSTERDAM Continental, 276 Park Ave., S., New York 10
★ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn
ANDERSON-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla.
BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.
BOWERS Printing Ink Co., 2655 W. Irving Park Rd., Chicago 18
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
BRAZNELL Co., 2227 Walnut, St. Louis 3
BUCKEYE Printing Ink Co., 480 S. Pearl, Columbus 15, O.
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47
CHEMICAL Color & Supply Co., Div. Sun Chemical Co., 2820 W. Grand Ave., Chicago
CONSOLIDATED Printing Ink Co., 431 N. Griggs, St. Paul 4, Minn.
CRESCENT Ink & Color Co., 464 N. Fifth St., Philadelphia
DUROL Co., P.O. Box 1505, Poughkeepsie, N.Y.
EAGLE Printing Ink Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
FINNE-DETRICK, Inc., 415 W. 55th St., New York 19
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
GENERAL Printing Ink Co. Div. Sun Chemical Corp., 750 Third Ave., New York 17
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
HERRICK, William C., Ink Co., 1 Maple St., East Rutherford, N.J.
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
INCO Co., 2372 W. 7th St., Cleveland
INDIANA Chemical & Mfg. Co., 624 E. Walnut St., Indianapolis 4
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7
LEVEY, Fredk. H., Co., Inc., 380 Madison, New York 17
MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
MEINERS, Bernhard, Inc., 265 Canal St., New York 13
MORRISON Printing Ink Co., 1051 Power, Cleveland 14
NO OFF-SET Co., 4012 Elfin Ave., Louisville 7, Ky.
PECK, James I., 47 High St., W. Orange, N. J.
RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
ROBERTS, Lewis, Co., 72 Union St., Newark 5
★ROLL-O-Graphic Corp., 133 Prince St., New York 12
RUESCH Co., 649 N. 4th St., Milwaukee 3
★SIEBOLD, J. H., & G. B., 150 Varick, New York 51
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
SLEIGHT & Hollmuth Inc., 900 S. Clinton St., Chicago
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
SUPERIOR Printing Ink Co., 295 Lafayette, New York 12
TRIANGLE Ink & Color Co., 329 E. 29th St., New York
UNITED Prtg. Ink Laboratories, 1940 E. Letterly, Philadelphia 25
WINSLOW Ink Corp., 110 Greene St., New York 12

INK DRIERS

ACME Printing Ink Co., 1419 W. Carroll, Chicago 7
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
ARTCO Printing Ink Corp., 1715 W. Canal, Milwaukee 3
ARTCRAFT Ink Co., 340 St. Joseph St., New Orleans
BARTA-Griffin Co., 72 Commercial, Worcester 1, Mass.
BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
BRAZNELL Co., 2227 Walnut, St. Louis 3
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47
CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 Grand Ave., Chicago
CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.
CRESCENT Ink Co. of Pa., 464 N. Fifth St., Philadelphia 23
DRISCOLL, Martin, & Co., 610 Federal St., Chicago
EAGLE Printing Ink Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
FINNE-Detrick, Inc., 415 W. 55th St., New York 19
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11
HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.
HERRICK, Wm. C., Ink Co., 1 Maple St., East Rutherford, N.J.
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
INDIANA Chemical & Mfg. Co., 624 E. Walnut St., Indianapolis 4
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36

ipi DRIERS AND VARNISHES

KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7
LEVEY, Fredk. H., Co., 380 Madison, New York 17
MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
MEINERS, Bernhard, Inc., 265 Canal St., New York 13
MORRISON Printing Ink Co., 1051 Power, Cleveland 14
OXY-Dry Sprayer Corp., 1134 W. Montrose, Chicago 13
ROBERTS, Lewis, Inc, 72 Union St., Newark 5
★SIEBOLD, J. H. G. B., 150 Varick, New York 51
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago
SUPERIOR Printing Ink Co., 295 Lafayette, New York 12
TRIANGLE Ink & Color Co., 329 E. 29th, New York 16
UNITED Prtg. Ink Laboratories, 1940 E. Letterly, Philadelphia
WIEGEND, E. L., Co., 7500 Thomas, Pittsburgh 8
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.
WINSLOW Ink Corp., 110 Greene St., New York 12

INK, DRY COLORS

CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
CRESCENT Ink & Color Co. of Pa., 464 N. 5th St., Philadelphia 23
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GENERAL Printing Ink Div., Sun Chemical Corp., 10th & 44th Ave., Long Island City 1, N.Y.
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
McCUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
MONSANTO Chemical Co., Pigments Dept., Sun Chemical Corp., 309 Sussex St., Harrison, N. J.
★SIEBOLD, J. H. & G. B., 150 Varick, New York 51
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

INKED RIBBONS

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17
ENNIS Carbon Paper Co., Ennis, Tex.
MITTAG & Volber, Inc., 76 Park, Park Ridge, N. J.
REMINGTON Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York
UNDERWOOD Corp., 1 Park Ave., New York 16

INK MEASURING MACHINES

LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11

INK MILLS, MIXING MACHINES

DAY, J. H., Co., Div. of Cleveland Automatic Machine Co., 4932 Beech St., Cincinnati 12
EXCELLO Machine Co., 1615 College, S.E., Grand Rapids 7, Mich.
KENT Machine Works, Inc., 39 Gold St., Brooklyn
LEHMANN, J. M., Co., 568 New York, Lyndhurst, N. J.
READ Standard Corp., 900-50 Richland Ave., York, Pa.
ROSS, Charles, & Son Co., 148 Classon Ave., Brooklyn

INK PANS AND BULBS, RULING MACH.

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
McADAMS, John, & Sons, Inc., 20 Knight, Norwalk, Conn.

INK PASTE

★ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
CALIFORNIA Ink Co., 545 Sansome, San Francisco
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago
CRESCENT Ink & Color Co. of Pa., 464 N. 5th St., Philadelphia 23
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
HERRICK, William C., Ink Co., 1 Maple Street, East Rutherford, N.J.
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
McCUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
ROBERTS, Lewis, Inc., 72 Union St., Newark 5
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

INK REDUCERS (see Ink-Adjusting Compounds)

INK SIZES

ACME Printing Ink Co., 1419 W. Carrol Ave., Chicago 7
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
CALIFORNIA Ink Co., 545 Sansome, San Francisco
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago
CRESCENT Ink & Color Co. of Pa., 464 N. 5th St., Philadelphia 23
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
HERRICK, William C., Ink Co., 1 Maple St., East Rutherford, N.J.
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
ROBERTS, Lewis, Inc., 72 Union St., Newark 5
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
UNITED Prtg. Ink Laboratories, 1940 E. Letterly, Philadelphia
WINSLOW Ink Corp., 110 Greene St., New York 12

INK SKINNING, ANTI, COMPOUND

★ACROLITE Products Co., 810 Martin St., Rahway, N. J.
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn

SOLD BY AUTHORIZED ANCHOR DEALERS EVERYWHERE

BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago
BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland
BRAZNELL Co., 2227 Walnut, St. Louis 3
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
CRESCENT Ink Co. of Pa., 464 N. Fifth, Philadelphia
FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
HELMUTH, Chas., Printing Ink Corp., 154 W. 18th St., New York 11
HERRICK, William C., Ink Co., Maple St. & Erie R.R., East Rutherford, N.J.
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
MONOGRAM Co., 150-152 N. Fifth St., Philadelphia
ROBERTS, Lewis, Inc., 72 Union St., Newark 5
ROTHLAN Corp., P.O. Box 5074, St. Louis 15
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York
SINCLAIR & Valentine, 611 W. 129th St., New York
TRIANGLE Ink & Color Co., 329 E. 29th, New York 16
WINSLOW Ink Corp., 110 Greene St., New York 12

ipi WEB PRESS COLORS

INKS—SPECIAL

1 Aniline (Flexographic)
2 Bread Wrapper
3 Bronze, Powder, Dry
4 Carbonizing (also Spot)
5 Carton, Paper Box
6 Cellulose Tissue Ink
7 Cold-Set
8 Color Comic
9 Decalcomania
10 Duplicator Inks
11 Film-Staging, Topping, etc. Flexographic (See Aniline)
12 Fluorescent
13 Food-Mark
14 Gold in Paste Form
15 Indelible for Stencil Marking
16 Invisible
16a Magnetic
17 Metal Decorating
18 Numbering Machine
19 Opaquing Photo Film
20 Parchment (Hot Wax)
21 Perfumed
22 Pigments, Aluminum
23 Pyroplastic (Rubber Base)
24 Soap Wrapper
25 Special Purpose
26 Steam Set
27 Stereotype Casting
28 Transfer
29 Water Color
30 Water-Set
31 Watermark
32 Wrapper

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32

ACME Printing Ink Co., 1419 W. Carroll, Chicago 7
1 2 3 4 5 6 7 9
12 14 17 18
24 25 26 29

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17 10

ALUMINUM Co. of America, 801 Gulf Bldg., Pittsburgh 19 22

★AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves, Brooklyn 8 18

★AMERICAN TYPE FOUNDERS Co., 200 Elmora, Elizabeth 8, N. J.

ARTISTS Supply Co., 3194 E. 65th St., Cleveland 27 19

BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass.
2 3 5
24 26 17 22

BATES Mfg. Co., 63 Vesey St., New York 7 18

BEN DAY, Inc., 118 E. 28th St., New York City 16 19 11

BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.
3 15 22

BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago
2 3 4 5 6 8 9 10
12 14 16a 17 20 21
23 24 26 29 30 31 32

BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
1 2 4 5 8 9 10
12 13 14 15 16 17 20 22
23 24 25 26 16a 28 29 30 31 32

BRAZNELL Co., 2227 Walnut Street, St. Louis 3
3 5 9
24 17

BROWN Lindsay Paint Co., 2601 W. Grand, Chicago 12 9

BUCKEYE Printing Ink Co., 480 S. Pearl, Columbus 15, O.
3 4 17 20

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32

CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
1 2 3 4 5 6 7 8 9 10 11
12 13 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

CAMDEN Ink & Color Co., 1001 Market, Camden, N. J.

ENNIS Carbon Paper Co., Ennis, Tex.
4 18

CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
1 2 3 4 5 6 8 9 10
12 14 16 17 20 21
23 24 25 26 28 29 30 32

CAPITOL Printing Ink Co., 821 Third, Des Moines 1, Ia.
5 17 10
26 30 31 32

CAPITOL Printing Ink Co., Inc., 806 Channing Pl., N.E., Washington 18, D.C.
25 26 5 17 30 31 10
32

CARLSON, John P., Inc., 420 Carroll St., Brooklyn
2 5 8 9
12 17 20 21
24 25 26 29 30 31

CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago
2 4
12 26

CHICAGO Prtg. Ink Co., 205 W. Wacker Dr., Chicago 6 3

CONSOLIDATED Printing Ink Co., 481 N. Griggs St., St. Paul 4, Minn.
1 2 3 4 5 6 7 8 9
12 16 17 18 20 21
23 24 25 26 32

CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12
25 15 29 19

CRESCENT Ink & Color Co., of Pa., 464 N. 5th St., Philadelphia 23
1 2 3 5 6
12 14 16a 17 19 21 22
23 24 26 30 32

CRESCENT Products Co., Terre Haute, Ind. 15

CROWE Printing Ink Co., 724 N. 3rd St., Philadelphia
2 5 17 20
23 30

DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
13 16a 18 10

DOVEN Div., Appleton Machine Co., 618 S. Onedia St., Appleton, Wis. 4

DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5
1

DUROL Co., P.O. Box 1505, Poughkeepsie, N.Y.

ENNIS Carbon Paper Co., Ennis, Tex.
4 18

FINNE-Detrick, Inc., 415 W. 55th St., New York 19
1 4 5 17 19 20
24 25 26 29

ipi LABEL AND WRAPPER INKS

★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
1 2 3 4 5 6 8 9 10
12 13 14 15 16 17 18 19 20 21 22
16a
23 24 25 26 27 28 29 30 31 32

★FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8 18

GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn
3 4 5 9
17 20 22
28 29

GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
1 2 5 9
12 17 20
24 25 26 28 31

GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich. 9

GOTHAM Ink & Color Co., 5-19 47th Ave., Long Island City 1, N.Y.
1

GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
2 5 8
12 16 18 21
24 25 26 32

GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.

GUTHRIE Ceramic & Labelling Machine Co., 424 Pitt St., Windsor, Ontario, Can.
23

GOULD Service, 8835 E. Forest, Detroit 14
25

★HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn
8 15 18

HERRICK, Wm. C., Ink Co., Inc., 1 Maple St., East Rutherford, N. J. 8

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. 18

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32

HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
1 2 4 5 8 9
17 18 19 20 21 22
24 25 26 30

HUBER, J.M., Corp., 1478 Chestnut Ave., Hillside, N. J.
2 5 8
24 26 30

ILLINOIS Bronze Powder Co., 2023 S. Clark, Chicago 16
3

INCO Co., 2372 W. 7th St., Cleveland 14
12 4 5 17 18 20 22
23

★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
1 2 3 4 5 7 8 9 10
12 14 16 17 18 20 22
23 24 25 26 16a 29 30 31 32

ipi VAPOSET® MOISTURE-SET INKS

KORN, William, Inc., 260 West St., New York 13 28

LEVEY, Fredk. H., Co., 380 Madison Ave., New York 17
1 2 5 6 8
12 14 17 20 22
24 25 26

★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y. 19

★MARSET, Inc., 225 South St., New York 14

MARSH Stencil Machine Co., Belleville, Ill. 15

MATTHEWS, Jas. H., & Co., 3814 Forbes St., Pittsburgh
13 15 17 18

MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
2 5
12 24 25 26 17 21

MEINERS, Bernhard, Inc., 265 Canal St., New York 13
26 28

MELIND, Louis, Co., 3524 N. Clark St., Chicago 13
13 18

MITTAG & Volger, Inc., 76 Park Ave., Park Ridge, N. J.
15 18 10

MONK, C. O., Co., Inc., 212 N. Bentalou St., Baltimore
1 2
12 24 26 17

MORRISON Printing Ink Co., 1051 Power, Cleveland 14
12 26 5 8 32

NYGREN-Dahly Co., 1422 Altgeld St., Chicago 14 4

OHIO Bronze Powder Co., 1120 E. 152nd, Cleveland 10 3

OLSEN-Mark Corp., 124 White St., New York 13 15

PAYSON'S Indelible Ink Co., Northampton, Mass. 15

POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y. 10

POPE & Gray, Inc., 17 Industrial, W., Allwood, N. J.
2 3 5 10
23 24 14 26 17

ROBERTS, Lewis, Inc., 72 Union St., Newark 5
1 2 3 4 5 9 10
12 17 18 20 21 22
23 24 25 26 29 30

★ROLL-O-Graphic Corp., 133 Prince, New York 12
14

SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati
1 2 3 4 5 6 7 8 9 10
12 17 18 22
23 24 25 26 30 32

SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
12 25 16 29

★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51
4 5 6 8 9
17 19 21 22
24 25 28 31

SINCLAIR & Valentine Co., 611 W. 129th, New York 17
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32

ipi VAPORIN® FOR WEB-FED ROTARY PRESSES

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32
SLEIGHT & Hellmuth, Inc., 900 S. Clinton, Chicago
2 3 5 6 9
24 25
STAFFORD, S. S., Inc., 609 Washington, New York 14
14 15 10
STEEL City Printing Ink Co., 281 Carliss St., Pittsburgh
4
SUPERIOR Printing Ink Co., 295 Lafayette, New York 12
16
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland 3
12
TRIANGLE Ink & Color Co., 329 E. 29th, New York 16
2 4 5 9
24 25 26 17 18 20 21
UNITED Prtg. Ink Laboratories, 1940 E. Letterly, Philadelphia
1 3
14
WECO Trading Co., 40-35 Ithaca St., Elmhurst 73, N.Y.
14
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.
1 31
WINSLOW Ink Corp., 110 Greene St., New York 12
12 3 26 5 30 22

ipi EVERYDAY® QUICK SERVICE PACKAGED INKS

INKS—STANDARD

1 Color Process
2 Engravers
3 Glass
4 Gravure
5 Halftone
6 Heat-Set
7 Letterpress
8 Metallic
9 Offset-Lithographic
10 Plate Printing
11 Rotary Press, News
12 Ruling
13 Safety (Bank Note)
14 Dull
15 Newspaper

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
ACME Printing Ink Co., 1419 W. Carroll, Chicago 7
1 2 3 4 5 6 7 8 9 10 11
12 13 15
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17
AMERICAN Carbon Paper Co., Ennis, Tex.
11
AMERICAN Printing Ink Co., 1016 Evans St., Cincinnati 4
1 5 7 9
BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass.
1 2 3 5 6 7 8 9 10
14
BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.
8
BOWERS Prtg. Ink Co., 2655 W. Irving Park, Chicago 18
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
1 3 5 6 7 8 9 11
13 14
BRAZNELL Co., Inc., 2227 Walnut St., St. Louis 3
3 7 9
BUCKEYE Printing Ink Co., 480 S. Pearl, Columbus 15, O.
12 3 6 7 8
C. E. B. Printing Ink Co., 817 W. Washington, Chicago 7
7 9
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
CAMDEN Ink & Color Co., 1001 Market, Camden, N. J.
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
1 2 3 4 5 6 7 8 9 10 11
13 14 15
CAPITOL Printing Ink Co., 821 Third St., Des Moines, Ia.
1 3 5 6 7 8 9
14
CAPITOL Printing Ink Co., Inc., 806 Channing Pl. N.E., Washington 18, D.C.
1 3 5 6 7 8 9
14

ipi OFFSET INKS FOR PAPER AND METAL

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

ipi GEMTONE* INKS Fast-Drying Inks for Sheet-Fed Press Work *Trade Mark

CARLSON, John P., Inc., 420 Carroll St., Brooklyn
1 2 3 5 6 7 8 9 11
12 13 14
CARMICHAEL Printing Ink Co., 1151 Oxford, Rd., N.E., Atlanta 6
7 9
CHICAGO Printing Ink Co., 179 N. Wells St., Chicago 6
7 8 9
CLEVELAND Printing Ink Co., 1444 Hamilton Ave., Cleveland 14
1 3 15 5 6 7 8 9 11
CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.
1 2 3 4 5 6 7 8 9 10 11
12 14
★CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.
15 7 11
CRESCENT Ink & Color Co. of Pa., 464 N. 5th St., Philadelphia 23
1 4 5 6 7 8 9
12 13 14
CRONITE Co., 88th & Hudson, North Bergen, N. J.
2 10
13
CROWE Printing Ink Co., 724 N. Third, Philadelphia 23
1 3 5 6 7 8 9
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
5 9
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
9
DREDGE, A., Ruling Pen Co., 105 Johnson, Hackensack, N. J.
12
DRISCOLL, Martin & Co., 610 Federal St., Chicago
7 9
FAUST, Rudolph, 628-632 Degraw St., Brooklyn 17
2 10
FINNE-Detrick, Inc., 415 W. 55th St., New York 19
1 2 3 5 6 7 8 9 11
14
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn
1 3 5 6 7 9
13 14
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
1 13 3 4 5 6 7 8 9 11
GOLD Leaf and Metallic Powders Inc., 145 Nassau St., New York 38
8
GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N.Y.
4
GRADY & Neary Ink Co., 429 W. Superior St., Chicago
1 2 3 5 6 7 8 9
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
2 3 5 6 7 8 9 10
HERRICK, Wm. C., Ink Co., 1 Maple St., East Rutherford, N. J.
1 3 5 6 7 8 9 11
14 15
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
12
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
1 2 3 4 5 6 7 8 9 10 11
14
HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N. J.
1 3 4 5 6 7 11
15
ILLINOIS Bronze Powder Co., 2023 S. Clark, Chicago 16
8
INCO Co., 2372 W. 7th St., Cleveland 13
1 2 3 5 7 8 9
14

ipi HOLDFAST® HALFTONE BLACKS

★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7
4 7 9
LEVEY, Fredk. H., Co., Inc., 380 Madison, New York 17
1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
10
MANUFACTURERS Printing Ink Corp., 1 Main, Brooklyn 1
7 9
MARKEM Machine Co., 150 Congress St., Keene, N. H.
6 8
MARSET, Inc., 225 South St., New York
8
MCADAMS, John, & Sons, Inc., 20 Knight, Norwalk, Conn.
12
MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
1 2 3 5 6 7 8 9 11
14 15
MEINERS, Bernhard, Inc., 265 Canal St., New York 13
1 2 3 5 7 8 9 10
MEYER, E. W., Co., 407 E. Michigan St., Milwaukee
8
MONK, C. O., Co., Inc., 212 N. Bentalou St., Baltimore
3 4 7 9
MORRISON Printing Ink Co., 1051 Power Ave., Cleveland 14
1 2 3 15 5 6 7 8 9 11
PECK, James I., 47 High St., West Orange, N. J.
8
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
1 9

ipi NEWS INKS BLACKS & COLORS

POPE & Gray, Inc., 17 Industrial, W., Allwood, N. J.
1 2 3 5 6 7 8 9 11
13 14
PRESCOTT, H. S., 28 Dunn St., Springfield 4, Mass.
1 3 5 7 9
ROBERTS, Lewis, Inc., 72 Union St., Newark 5
1 2 3 5 6 7 8 9 10 11
12 13 14
★ROLL-O-Graphic Corp., 133 Prince St., New York 12
8 9

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133 PRINCE ST., N. Y., GRamercy 5-8760

ROTO Ink Corp., 909 S. Kostner Ave., Chicago 24
4
SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati 10
1 2 3 5 6 7 8 9 10 11
14
SHANNON Luminous Material Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
7
SHELTON Color Corp., 16 Lafayette, Hackensack, N. J.
1
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

ipi SPEED KING FAST DRY HIGH FINISH INKS FOR LETTERPRESS AND OFFSET

SINCLAIR & Valentine Co., 611 W. 129th, New York 27
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
SLEIGHT & Hellmuth Inc., 900 S. Clinton St., Chicago
1 3 5 7 8 9 10 11
13 14
STEEL City Printing Ink Co., 281 Carliss St., Pittsburgh
1 5 7 9 11
12
SUPERIOR Printing Ink Co., 295 Lafayette, New York 12
1 3 6 7 8 9
TRIANGLE Ink & Color Co., 329 E. 29th St., New York
1 2 3 5 7 8 9
13 14
UNITED Prtg. Ink Laboratories, 1940 E. Letterly, Philadelphia 4 8
VAN Son Holland Ink Corp. of American, 92 Union St., Mineola, L.I., N.Y.
1 7 8 9
12
WHALEY'S Metallic Powders, Freistatt, Mo.
8

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.
1 13 6 7
WINSLOW Ink Corp., 110 Greene St., New York 12
1 3 5 6 7 8 9
14

INK TANKS

FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11
ROSS, Charles & Son, Co., 148-156 Classon, Brooklyn

INK VARNISHES AND LACQUER

1 Lacquer
2 Varnish
1 2
ACME Printing Ink Co., 1419 W. Carroll, Chicago 7
2
ALLIED Finishing Specialties Co., 2610 W. Grand Ave., Chicago 12
1
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
2
BAER Bros., 438 W. 37th St., New York 18
2
BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass.
BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago 6
2
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
2
BRAZNELL Co., Inc., 2227 Walnut St., St. Louis 3
2
BUCKEYE Printing Ink Co., 480 S. Pearl, Columbus 15, O.
2
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
2
CAMDEN Ink & Color Co., 1001 Market St., Camden, N. J.
1 2
CANADA Printing Ink Co., Brockhouse Rd., Toronto 14, Ont., Can.
1 2
★CENTRAL Compounding Co., 1718 N. Damen, Chicago
1 2
CHICAGO Printing Ink Co., 179 N. Wells St., Chicago
2
CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.
1 2
CRESCENT Ink Co. of Pa., 464 N. Fifth St., Philadelphia 23
1 2
DRISCOLL, Martin, & Co., 610 Federal St., Chicago
2
DUROL Co., P.O. Box 1505, Poughkeepsie, N.Y.
FINNE-Detrick, Inc., 415 W. 55th St., New York 19
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
1 2
GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1
2
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
2
GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N.Y.
1
GRADY & Neary Ink Co., 429 W. Superior St., Chicago 10
2
HERRICK, Wm. C., Ink Co., 1 Maple St., East Rutherford, N. J.
2
HILL-Hanschel Co., 3928 Clayton Ave., St. Louis 10
2
HILO Varnish Corp., 56 Stewart Ave., Brooklyn 6
1 2
HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N. J.
2
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16
2
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
1 2

ipi OVERPRINT VARNISHES OF ALL TYPES

KOHL and Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7
2
LEVEY, Fredk. H., Co., 380 Madison Ave., New York 17
2
MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
2
MEINERS, Bernhard, Inc., 22 Albany, New York 6
2

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1 2
MONSANTO Chem. Co., Merrimac Div., Everett 49, Mass.
2
PECK, James I., 47 High St., West Orange, N. J.
2
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
1 2
POPE & Gray, Inc., 17 Industrial W., Allwood, N. J.
2
ROBERTS, Lewis, Inc., 72 Union St., Newark 5
2
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51
2
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
1 2
SLEIGHT & Hollmuth, Inc., 900 S. Clinton St., Chicago
2
SUN Chemical Corp., 1010 44th, Long Island City 1, N.Y.
SUPERIOR Printing Ink Co., 295 Lafayette, New York 12
2
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.
2
WINSLOW Ink Corp., 110 Greene St., New York 12
2

INSERTING MACHINES

BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
★DEXTER Co., div. of M-G-D, Inc., 2011 Hastings St., Chicago 8
FRIDEN, Inc., San Leandro, Calif.
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago 29

J

JIG SAWS, DRILLING MACHINES

BERRY Machine Co., 716 N. First St., St. Louis 2
BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio
CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky.
HOE, R., & Co., Inc., 910 E. 138th St., New York
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

JOGGING MACHINES

ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland
★AMERICAN Type Founders Inc., 200 Elmora Ave., Elizabeth, N. J.
ATLANTIC Numbering Machine, 4702 18th St., Brooklyn 5
BRACKETT Stripping Machine Co., 505 Jackson St., Topeka, Kan.
DOLLAHITE, K. T., Co., 106 W. 15th, Fort Worth, Tex.
★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
MACK Specialties Co., 18 E. Fourth St., Cincinnati 2
MAXSON Auto. Mchy. Co., 98 Granite, Westerly, R. I.
SCHEINKER, Ilya, Mech. Eng., 35 Great Jones, New York
SYNTRON Co., 575 Lexington Ave., Homer City, Pa.
UNIVERSAL Jogger Co., 322 S. Fourth St., Minneapolis

K

KNIVES, INK

CALIFORNIA Ink Co., 545 Sansome St., San Francisco
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
LAMSON & Goodnow Mfg. Co., Shelburne Falls, Mass.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

KNIVES, MAKEREADY, OVERLAY

★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N. J.
CALIFORNIA Ink Co., 545 Sansome St., San Francisco
CRONITE Co., Inc., 88th & Hudson, North Bergen, N. J.
LAMSON & Goodnow Mfg. Co., Shelburne Falls, Mass.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 13
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

KODACHROME FILM CLEANER

★ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
MERIX Chemical Co., 1021 E. 55th St., Chicago
ROSCO Laboratories, 29 Moore St., Brooklyn
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7

L

LABELING MACHINES

BETTER Packages, Inc., Shelton, Conn.
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
DICK Mailer Co., 137 W. Tupper St., Buffalo 1
FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N. J.
HAIDA Eng. Co., 34-11 Vernon, Long Island City 1, N.Y.
KNOWLTON, M. D., Co., 47 Clarissa, Rochester, N.Y.
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago 22
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26
NEW Jersey Machine Corp., 15th & Willow, Hoboken, N.J.
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.

LABEL PRINTING FOR THE TRADE

ARKADIA Label Corp., 126 W. 22nd St., New York 11
BADGER Tag Co., Inc., Random Lake, Wis.
BRADFORD, Wm. H., Co., 702 Beacon St., Boston
★CAMEO Die & Label Co., 154 W. 14th, New York 11

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ORegon 5-0228

FENTON Label Co., Coral & Bucklus, Philadelphia 24
INTERNATIONAL Ticket Co., 50 Grafton Ave., Newark 4
LABELON Tape Co., 450 Atlantic Ave., Rochester 9, N.Y.
NATIONAL Tag Co., 332-344 S. Patterson Blvd., Dayton 1, Ohio
PILGRIM Plastic Products Co., 278 Babcock St., Boston 15
SPIELMAN Composing, Inc., 161 Lexington, Philadelphia
TAURONE Label Co., 385 Gerard Ave., New York 51
TOMPKINS Label Service, Frankford & Alleghany Ave., Philadelphia 34
U. S. Tag & Ticket Co., 2217-21 Robb St., Baltimore 18
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

LAMINATING MACHINES

★CHAMPLAIN Co., Inc., 88 Llewellyn, Bloomfield, N. J.
FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
GENERAL Binding Corp., 1101 Skokie, Northbrook, Ill.
GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich.
HAIDA Eng. Co., 34-11 Vernon, Long Island City, N.Y.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chemical Corp., Green Bay, Wis.
HUMPHREY Design & Mfg., 16343 Euclid, E. Cleveland 12
INTA-ROTO Machine Co., P.O. Box 454, Richmond, Va.
KNIGHT Eng. & Machine Co., P.O. Box 883, Clanton, Ala.
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
LITHOID Inc., 232 Cleveland, Highland Park, N. J.
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26
PARRY, Samuel R., Machine Co., 222 Mill, Rochester, N.Y.
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
PRECISE Engr. Co., 430 W. Grant Pl., Chicago 14
ROTOBOND Co., P.O. Box 69, Bound Brook, N. J.
WALDRON, John, Corp., Box 791, New Brunswick, N. J.

LAMINATING FOR THE TRADE

★ARVEY Corp., 3500 N. Kimball Ave., Chicago 18

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3 Incandescent
4 Mercury Vapor
5 Pulsed Xenon

1 2 3 4 5
★AMERICAN Speedlight Corp., 63-01 Metropolitan Ave., Middle Village 79, N.Y.
5
★AMERICAN Type Founders, Inc., 200 Elmora, Elizabeth, N. J.
1 2
AMSTERDAM Cont'l. Types and Graphic Equip., 276 Park Ave., S., New York 10
2
ATLAS Electric Devices Co., 361 W. Superior, Chicago 10
1
BROWN, W. A. Mfg. Co., 608 S. Dearborn, Chicago 5
2
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
2
CONSOLIDATED Int'l Equip. & Supply Co., 4501 S. Western Ave., Chicago 9
2
DAVIDSON Corp., sub. Mergenthaler Linotype Co., 29 Ryerson, Brooklyn 5
1
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
1 4
DOUTHITT Corp., 245 Adair St., Detroit 3
1 2
FOSTORIA Pressed Steel Corp., Fostoria, O.
2
GELB, Joseph Co., 52 Arlington St., Newark 2, N. J.
1
★HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1
★MACBETH Arc Lamp Co., 141 Berkley, Philadelphia 30
1 3 5

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1
NATIONAL Lighting Corp., 630 S. Flower St., Burbank, Calif. 3
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
1
★NUARC Co., Inc., 4110 W. Grand Ave., Chicago 51
1
PEASE, C. F., Co., 2601 W. Irving Park, Chicago 18
1
★PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J.
2
POLYGRAPHIC Co. of America, 310 E. 45th, New York 17
1
★PROCESS Cameras & Equip., Inc., 1153 W. Grand Ave., Chicago 22
★ROBERTSON Photo-mechanix, Inc., 7440 W. Lawrence, Chicago 31
1 2
SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
4
★STRONG Electric Corp., 87 City Park Ave., Toledo 1, Ohio
1
SULLEBARGER, E. T. Co., 114 Liberty St., New York 6
1 2
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
2

LAYOUT, POSITIONING PAPER

AUGUSTINE Co., 135 W. Main, Marshalltown, Ia.
★HAMILTON Mfg. Co., Two Rivers, Wis.
KEUFFEL & Esser Co., 300 Adams St., Hoboken, N. J.

LENS CLEANER

★ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
DOUTHITT Corp., 680 E. Fort St., Detroit 26.
★EASTMAN Kodak Co., Rochester 4, N.Y.
FISHER Scientific Co., 717 Forbes Ave., Pittsburgh 19
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7
MERIX Chemical Co., 1021 E. 55th St., Chicago 15
NUCLEAR Products Co., P.O. Box 649, El Monte, Calif.
ROSCO Laboratories, 29 Moore St., Brooklyn 6
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

LENSES, MIRRORS, PRISMS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
BACHE, Semon, & Co., 636 Greenwich St., New York 14
BAUSCH & Lomb, Inc. 681 Bausch St., Rochester 2, N.Y.
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
BURKE & James, 321 S. Wabash Ave., Chicago 4
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
DOUTHITT Corp., 245 Adair St., Detroit 3
FISHER Scientific Co., 717 Forbes, Pittsburgh 19
GENERAL Scientific Corp., 5151 W. 65th St., Chicago
GOERZ, C. P., American Optical Co., 461 Doughty Blvd., Inwood, L. I., N.Y.
GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.
LACEY-Luci Products Co., 31 Central Ave., Newark 2, N. J.
★PROCESS Cameras & Equip., Inc., 1153 W. Grand Ave., Chicago 22
REPRO Graphic Machines Inc., 180 Varick St., New York
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31
ROSCO Laboratories, 29 Moore St., Brooklyn
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
ZARKIN Machine Co., 34-19 10th, Long Island City 6, N.Y.

LETTERING INSTRUMENTS, TEMPLETS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
FOTOTYPE, Inc., 1414 W. Roscoe St., Chicago 13
VARIGRAPH Co., Inc., Box 690, Madison, Wis.

LIFTS, PAPER

1 Feeder Lifts
2 Automatic Skid

BERRY Machine Co., 716 N. First St., St. Louis 2
1
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
1
ECONOMY Engineering Co., 4511 W. Lake, Chicago
HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio
1
★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
2
LUSTRA Corp. of America, 32-33 47th Ave., Long Island City 1, N.Y.
2
RATHBUN & Bird Co., 379 W. Broadway, New York
1
REVOLVATOR Co., 2000 86th St., North Bergen, N. J.
1 2
ROTARY Lift Co., 1054 Kansas St., Memphis, Tenn.
SMITH & Winchester Mfg. Co., S. Windham, Conn.
1 2
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
2
★SUPER Speed, Inc., 742 S. Sherman, Chicago 5
2

LIGHT TOTALIZER

ELECTRONIC Mechanical Products Co., 929 Atlantic Ave., Atlantic City, N. J.
GELB, Joseph, Co., 52 Arlington St., Newark 2

LIGHTING (ILLUMINATING) UNITS

★AMERICAN Speedlight Corp., 6301 Metropolitan Ave., Middle Village 77, N.Y.
A.O.W. Corp., 450 N. 9th, Elwood, Ind.
BENJAMIN Electric Mfg. Co., Des Plaines, Ill.
CURTIS-All Brite Lighting, Inc., 6135 W. 6th St., Chicago
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
FRINK Corp., 27-01 Bridge Pl. N., Long Island City, N.Y.
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
LUSTRA Corp. of America, 32-33 47th Ave., Long Island City 1, N.Y.
MACBETH Daylighting Corp., P.O. Box 950, Newburgh, N.Y.
MILLER Co., 99 Center, Meriden, Conn.
SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
SYLVANIA Electric Products Inc., 500 Fifth, New York 18
WESTINGHOUSE Electric Co., E. Pittsburgh, Pa.

LITHOGRAPHIC INKS
(see Ink—Standard)

LITHOGRAPHIC ROLLERS—(see Rollers)

LOOPING MACHINES
(see Tag Machinery)

LOOSE-LEAF BINDERS, PARTS, INDEXES AND SYSTEMS

AIGNER, G. J., Co., 426 S. Clinton St., Chicago
BROCK & Rankin, 4501 W. 16th St., Chicago 23
BUCHAN Looseleaf Records Co., 420 S. Penn St., Clifton Heights, Pa.
DILLEY Mfg. Co., 2703 E. Grand, Des Moines 17, Ia.
ELBE File & Binder Co., 649 Alden, Fall River, Mass.
ELLINGSWORTH Mfg. Co., 200 S. Peoria St., Chicago 7
FLEX-O-Coil Products Co., 3935 N. Mission, Los Angeles
GENERAL Binding Corp., 1101 Skokie, Northbrook, Ill.
★GOES Lithographing Co., 42 W. 61st St., Chicago 21
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
HEINN Co., 326 W. Florida St., Milwaukee 4
INDEX Sales Corp., 1313 W. Congress St., Chicago 7
LEFAX Inc., 9th & Sansom Sts., Philadelphia 7
MICHELMAN, E. B., Co., 412 6th Ave., New York 11
NATIONAL Blank Book Co., Holyoke, Mass.
REMINGTON Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York 10
SALES Tools Inc., 1700 W. Washington, Chicago 12
SHEPPARD, C. E., Co. Div., Yawman & Forbe Mfg. Co., 4401 21st, Long Island City 1, N.Y.
SMITH, S. K., Co., 2857 N. Western Ave., Chicago 18
STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave., Columbus, Ohio
TENACITY Mfg. Co., Cooper & Hosea Sts., Cincinnati 15
TRUSSEL Mfg. Co., 190 Cottage, Poughkeepsie, N.Y.
VAN WAARDT, Wm., Co., Inc., 112 Charlton St., New York 14
WILSON Jones Co., 209 S. Jefferson St., Chicago 6

LUBRICANTS, OILS, GREASES

ALBANY Grease Co, 5 Stiles St., Linden, N. J.
★ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38
COOK'S, Adam, Sons, Inc., 5 N. Stiles St., Linden, N. J.
FEDERAL Mining & Mfg Co., 222 Kearney, Jersey City 4, N. J.
FISKE Brothers Refining Co, Lubriplate Div., 129 Lockwood St., Newark 5, N. J.
GULF Oil Corporation, Gulf Building, Pittsburgh 30
MERIX Chemical Co., 1021 E. 55th St., Chicago 11
PECK, James I., 47 High St., West Orange, N. J.
PURE Oil Co., 35 E. Wacker Drive, Chicago 1
ROTHLAN Corp., P.O. Box 5074, St. Louis 15
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 13
STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago
SUNNYSIDE Oil Co., 5530 N. Wolcott Ave., Chicago 40
SUPERIOR Flake Graphite Co., 33 S. Clark, Chicago 3

LUBRICATING EQUIPMENT

BIJUR Lubricating Corp., 151 W. Passaic St., Rochelle Park, Ill.
BOWSER, Inc., 1302 Creighton Ave., Ft. Wayne 2, Ind.
EAGLE Mfg. Co., Wellsburg, W.Va.
MANZEL Div., Houdaille-Hershey Corp., 315 Babcock St., Buffalo 10
PAASCHE Airbrush Co. Div., 1909 Diversey Parkway, Chicago 14
RIVETT Lathe & Grinder, Inc., 20 Riverview, Boston
STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago

M

MACERATING MACHINES

CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22
JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis
ROSS, Charles, & Son Co., 148-156 Classon, Brooklyn
YOUNG Engineering Co., 2429 N. Sheffield, Chicago

MACHINERY REPAIRING, MOVING, ERECTING

1 Repairing
2 Moving
3 Erecting

1 2 3
BERRY Machine Co., 716 N. First St., St. Louis 2
1
COOK, Obie L., Printing Equip. Co., 215 Houston, N.E., Atlanta 3
1 2 3
DIXIE Type & Supply Co., 930 Sixth, Birmingham 1, Ala.
1
EVER Ready Machinists, 137 W. 19th St., New York 11
1 3
IPEC, Inc., 401 N. Leavitt, Chicago 12
LORENZ Printing Machine Co., 36-26 31st, Long Island City, N.Y.
1 2 3
MASON-Moore-Tracy, Inc., 28 E. 4th St., New York
1 2 3
PAYYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2
1 2 3
PRESS Maintenance Co., 2633 S. Indiana Ave., Chicago 16
1 2 3
STANLEY, William E., Corp., Rt. 12, Fox Lake, Ill.
1 2 3

MAGNIFYING, REDUCING GLASSES

ABBEON Supply Co., 179-15 Jamaica, Jamaica 32, N.Y.
AMERICAN Thermo-Ware Co., 12 Warren, New York 7
BACHE, Semon, & Co., 636 Greenwich St., New York 14
BAUSCH & Lomb, Inc., 681 Bausch St., Rochester 2, N.Y.
BROWNIE Mfg., Co., 261 Broadway, New York 7
★CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.
DOUTHITT Corp., 245 Adair St., Detroit 3
EDROY Products Co., 480 Lexington Ave., New York 7
FOSTER Mfg. Co., 140 N. 13th, Philadelphia 7
GENERAL Multi Forms Sales Co., 2020 S. Johnson Ave., Nashville, Tenn.
GLOGAU & Co., 1914 W. Birchwood, Chicago
MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PAGE, Robert R., 41 Union Square, New York 3
★PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago

★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York
STANLEY Electric Tools, New Britain, Conn.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
ZEISS, Carl, Inc., 485 Fifth Ave., New York

MAGNETIC INK ENCODING FOR THE TRADE

★TRANSKRIT Corp., 704 Broadway, New York 3

MAILING TUBES AND BAGS

1 Bags
2 Tubes

Brooklyn Mailing Device Co., 2330 S. First, Brooklyn 11
1
MAYVAN Corp., 1141 N. Washington Ave., Scranton 9, Pa.

MAILING WRAPPER PASTING DEVICES

AMES Bag Co., 2200 Selma Ave., Selma, Ala.
AMES Safety Envelope Co., 21 Vine St., Somerville, Mass.
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago

MAKEUP GAUGES (see Gauges and Testing Instruments)

MALLETS

ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
AMERICAN Fabricators, 22 W. 21st St., New York 10
GARLAND Mfg. Co., P.O. Box 71, Saco, Me.
NEW Plastics Corp., 1026 N. Sycamore, Los Angeles 38
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
UNITED Shoe Machinery Corp., 140 Federal St., Boston
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
UNITED Stereotype & Supply Co., Box 38, West Lynn, Mass.
WRIGHT Mfg. Co., P.O. Box 6567, Houston 1

MANAGEMENT CONSULTANTS

FREEDMAN, Olin E., 201 E. Walton, Chicago 11
GRAPHIC Arts Industry, Inc., 1104 Currie, Minneapolis
HOCH, Fred W., Associates, Inc., 461 Eighth Ave., New York 1
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York
ROCKEFELLER, J. W., & Associates, 640 Morris & Essex Tnpk., Short Hills, N. J.
SIMPSON, J. M., 120 Liberty St., New York 6

MAPS FOR THE TRADE

GALLUP Map & Stationery Co., 1330 Walnut, Kansas City, Mo.
HAMMOND, C. S. & Co., 515 Valley, Maplewood, N. J.

MARKING MACHINES

APEX Machine Co., 14-13 118th St., College Point 56, N.Y.
BECK, Charles, Machine Corp., 44 Church Rd., King of Prussia, Pa.
★COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York 54
FERGUSON, J. S., Co., P.O. Box 1226, Joliet, Ill.
★FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8
★HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
JOSLIN, A. D., Mfg. Co., Manistee, Mich.
MARKEM Machine Co., 150 Congress St., Keene, N. H.
MARSH Stencil Co., 707 E. B. St., Belleville, Ill.
MATTHEWS, Jas. H., & Co., 3814 Forbes St., Pittsburgh
MELIND, Louis Co., 3524 N. Clark St., Chicago 13
OLSEN-Mark Corp., 124 White St., New York 13
PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J.
POPPER & Sons, Inc., 300 Park Ave., S., New York 10
STAFFORD Engraving Co., Box 532, Indianapolis 6
UNITED Shoe Machinery Corp., 140 Federal St., Boston
VARI-TYPER Corp., Subsid. of Addressograph-Multigraph Corp., 728 Frelinghausen Ave., Newark 5, N. J.

MARKING MACHINE, ROTOGRAVURE CYLINDER

APEX Machine Co., 14-13-118th St., College Point 56, N.Y.
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
STONE, Thos. & George M., 502 Mulberry St., Newark

MATERIAL HANDLING EQUIPMENT (see Trucks)

MATERIAL MAKING MACHINES (see Composing Machines and Supplies—Casters, Lead, Rule, Strip & Base)

MATRIX PAPERS

ALBEMARLE Paper Mfg. Co., Box 2189, Richmond, Va.
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
DUDLEY, Kenneth E., Box 806, Hagerstown, Md.
PARKER, Joseph, & Sons Co., 1155 Whalley, New Haven 15, Conn.
STANDARD Paper Mfg. Co., Box 1554, Richmond, Va.
WOOD Flong Corp., 551 Fifth Ave., New York 17
WRENN Paper Co., Middletown, Ohio

MAT ROLLERS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
CRABTREE, R. W., & Sons, Inc., 56 Beaver St., New York 4
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SCOTT, Walter, & Co., 535 South Ave., Plainfield, N.Y.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12

MATS, STEREOTYPE (Dry)

BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 4
BURGESS Cellulose Co., Freeport, Ill.
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Memphis, Tenn.
MILWAUKEE Electrotype Co., 1130 N. 8th, Milwaukee 1
PIONEER Rubber Engrain Co., 21 E. 17th, New York 3
RAPID Electrotype Co., 126 W. McMicken, Cincinnati 14
WOOD Flong Corp., 551 Fifth Ave., New York 17

MAT TRIMMERS

COES Knife Co., 70 Coes St., Worcester, Mass.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5
SHAW Machine & Tool Co., 1151 Temple, Los Angeles
STA-HI Corp., 1235 W. Washington, Whittier, Calif.
UNITED Stereotype & Supply Co., Box 38, West Lynn, Mass.

METAL AND METAL FLUX

AMSTERDAM Continental, 276 Park Ave., S., New York 10
BELMONT Smelting & Refining Works, Inc., 330 Belmont Ave., Brooklyn 7
EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N.Y.
FARRELLOY Co., 1243-45 N. 26th St., Philadelphia 21
FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15
FOUNDRY Chemical Co., 36-08 Review Ave., Long Island City 1, N.Y.
GARDINER Metal Co., 4820 S. Campbell St., Chicago
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago
INDIANA Chemical & Mfg. Co., 624 E. Walnut St., Indianapolis 4
JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Ia.
KELLY Metal Corp., Humboldt & Calyer St., Brooklyn
MERCHANT & Evans Co., 2035 Washington, Philadelphia
METALS Refining Co., Box 109, Hammond, Ind.
NATIONAL Lead Co., Blatchford Div., 111 Broadway, New York
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
UNITED American Metals, 2246 W. Hubbard, Chicago 12
VALENTI Metal Corp., 985 Grand St., Brooklyn

METAL, DUMPED, SEPARATORS

UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22

METAL MOLDS

ELECTRIC Heating Co., 8616 S. Madison Ave., South Gate, Calif.
HARTZELL Machine Works, Market St. & Bethel Rd., Twin Oaks, Pa.
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
NOLAN Corp., 1333 E. Dominick, Rome, N.Y.
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
UNITED American Metals, 2246 W. Hubbard, Chicago 12

METAL POTS

ACME Electric Heating Corp., 99 Reading St., Roxbury 19, Mass.
ELECTRIC Heating Co., 8616 Madison, South Gate, Calif.
GOSS Co., Div. of MGD Inc., 5601 W. 31st St., Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo, Mich.
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50
INDEPENDENT Electric Machinery Co., Inc., 300 Southwest Blvd., Kansas City, Mo.
★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn
KEMP, C. M., Mfg. Co., 405 E. Oliver, Baltimore 2
★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14
MARGACH Mfg. Co., 82 Beekman, New York
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MISSOURI-Central Type Foundry, 705 E. Murdock St., Wichita, Kan.
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
UNITED American Metals, 2246 W. Hubbard, Chicago 12

MITERING MACHINES

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
MISSOURI-Central Type Foundry, 705 E. Murdock St., Wichita, Kan.
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
WALLIN Printers Supply Co., 309 S. 13th, Omaha 2, Neb.

MOISTURE-SET INKS—See Inks, Special: Water-set

MOLDING PRESSES, DIRECT PRESSURE, LEAD, MATS, PLASTIC, WAX

CRABTREE, R. W., & Sons, Inc., 56 Beaver St., New York 4
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., 910 E. 138th St., New York 54
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17
MERIX Chemical Co., 1021 E. 55th St., Chicago
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★WILLIAMSON & Co., P.O. Box 71, Caldwell, N. J.

MOLESKIN AND MOLLETON

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 276 Park Ave., S., New York 10
BEST, Edward H., Co., 210 Lincoln St., Boston 5
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
GODFREY Roller Co., 215 N. Camac St., Philadelphia
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
McKINLEY Litho Supply Co., 1623 John, Cincinnati, Ohio
POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y.
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago
★ROLL-O-GRAPHIC Corp., 133 Prince St., New York 12
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

MORTISER, TYPE

NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
ROUSE, H. B., & Co., 2114 N. Wayne Ave., Chicago

MOTORS, CONTROLS, DRIVES

ALLEN-Bradley Co., 136 W. Greenfield, Milwaukee
ALLIS-CHALMERS Mfg. Co., 1127 S. 70th, Milwaukee 2
ALLIS, Louis, Co., 427 E. Stewart St., Milwaukee 7
CENTURY Electric Co., 1806 Pine St., St. Louis 3
CHICAGO Electric Co., 1318 W. 22nd St., Chicago
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
★CUTLER-Hammer Inc., 315 N. 12th St., Milwaukee
ELECTRON Equip. Corp., Box 229, South Pasadena, Calif.
EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21
FAIRBANKS Morse & Co., 600 S. Michigan, Chicago 5
GENERAL Electric Co., 1 River Road, Schenectady 5, N.Y.
HORTON Mfg. Co., 1179 15th Ave., S.E., Minneapolis
LINK-Belt Co., 1700 Prudential Plaza, Chicago 1
MONITOR Controller Co., 51 S. Gay St., Baltimore
NORTHWESTERN Electric Co., 408 S. Hoyne, Chicago 12
OILGEAR Co., 1560 W. Pierce St., Milwaukee 4
REEVES Pulley Co., Div. of Reliance Electric & Eng. Co., 1225 7th St., Columbus, Ind.
STAR-Kimble Motor, 205 Bloomfield Ave., Bloomfield, N.J.
STERLING Electric Motors, 5401 Telegraph, Los Angeles
U.S. Electrical Motors, Inc., 200 E. Slauson, Los Angeles
WAGNER Electric Corp., 6400 Plymouth, St. Louis 14
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

MOUNTING AND FINISHING FOR THE TRADE (also see Bookbindery Services for the Trade)

1 Bevel Edging
2 Creasing, crimping, scoring
3 Die cutting
4 Easel mounting
5 Folding and sealing
6 Gumming
7 Hinging
8 Mounting-maps, litho
9 Pebbling
10 Plastic Coating
11 Scorching
12 Swatching
13 Tabbing
14 Tipping
15 Tubing
16 Varnishing, lacquering
17 Verplexing

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17

ACE Finishing Co., 120 N. Green, Chicago 7
AIGNER, G. J., Co., 426 S. Clinton, Chicago
13
★ARVEY Corp., 3500 N. Kimball Ave., Chicago 18
3 4 10
BARRETT Bindery Co., 1330 W. Monroe, Chicago
3 4
CHILCOTE Co., 2140 Superior Ave., Cleveland
1 2 3 4
14
CONTINENTAL Die & Finishing Co., 503 W. 56th St., New York 19
CRAWFORD Co., John W., 160 Varick St., New York 13
3 16 6 10
CURRY Bros., 36 Alabama St., S.W., Atlanta 3
3 4
FEIEREISEN, H. L., 1410 18th St., S.E., Cedar Rapids, Ia.
2 4 5 6
13
FISHER Bookbinding Co., Inc., 228 E. 45th, New York
2 3 4 5 6 7 8 9
12 13 14 15
FOUNTAIN Die Cutting Corp., 34 Hubert, New York 13

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
FOX & Fox Inc., 120 Elm St., Buffalo 3
FREEDMAN Die Cutters, Inc., 285 Lafayette, New York 12
2 3 4 5 7 8
13 15
GARDEN State Mtg. & Fin. Co., 106 Adams, Newark, N.J.
2 3 4
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
★HULTBERG, Inc., Erik, Plainfield, N. J.
3 16 17 8

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14
LANSKEY Die Cutting Co., 473 President, Brooklyn
1 2 3 4 5 6 7 8
12 13 14
LIEDTKE Bros. Co., 522 S. Clinton, Chicago 5
2 3 4 5
LITHOGRAPHERS Finishing Co., 635 W. 54th St., New York
2 3 5 6 10
16
McKENNA & PHELPS, Inc., 207 E. 12th St., New York 3
3 9
O'BRIEN Finishing Co., 310 E. 22nd St., New York
3 16 6 9
PRINTERS Finishing & Mfg. Co., 611 William, Baltimore
2 3 4 6 8
15 16
SERVICE Die Cutting Co., 340 Hudson St., New York 13
SPIELMAN Composing, Inc., 161 Lexington, Philadelphia
3 9
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12 13 14 15
WRAPTURE, Inc., 133-30 32nd Ave., Flushing 54, N.Y.
10

MULTIPLE NEGATIVE MACHINES (see Photo Composing Machines —Step-and-Repeat)

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NAILING MACHINES
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★HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland
HOE, R., & Co., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
UNITED Shoe Machinery Corp., 140 Federal St., Boston
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NAILS, BLOCKING (BRADS)
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DOUTHITT Corp., 245 Adair St., Detroit 3

NEGATIVE, PRINT DRYING CABINETS
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DOUTHITT Corp., 245 Adair St., Detroit 3
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SIMPLEX Specialty Co., 116 W. 14th, New York 11

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DOUTHITT Corp., 245 Adair St., Detroit 3
★HAMILTON Mfg. Co., Two Rivers, Wis.
LYON Metal Products, 30 Railroad Ave., Aurora, Ill.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31

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SCOTT, Walter, & Co., 535 South Ave., Plainfield, N. J.
WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

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NEWSPRINT INKS—(see Inks—Standard)

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NUMBERING MACHINES (see Counters, Daters, etc.)

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★RB&P Chemical & Supply, 1640 N. 31st St., Milwaukee 8
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UNIFORM Graining Corp., 648 N. Western, Chicago 12

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★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
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CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
FILMOTYPE Corp., 7500 McCormick, Skokie, Ill.
★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St. Below Erie Ave., P.O. Box 4768, Philadelphia 34
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
PHOTON, Inc., 58 Charles St., Cambridge, Mass.

PLANERS (see Saws and Planers)

PLANT LAYOUT SERVICE

★AMERICAN Type Founders Co., 200 Elmora, Elizabeth B, N. J.
AUSTIN Co., 3650 Mayfield Rd., Cleveland 21
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 7
FREEDMAN, Olin E., 201 E. Walton, Chicago 11
GRAPHIC Arts Industry, Inc., 1104 Currie, Minneapolis 3

PLATE COATING, WHIRLING MACHINES

AMSTERDAM Cont'l. Types & Graphic Equip., Inc., 276 Park Ave., S., New York 10
AURORA School of Photo-Engraving, Aurora, Mo.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
DOUTHITT Corp., 245 Adair St., Detroit 3
GELB Co., Joseph, 52 Arlington St., Newark 2
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St. Below Erie Ave., P.O. Box 4768, Philadelphia 34

Paul H. Alexander
Toledo, Ohio
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Frye
The Department Store of One-Time Carbons
Ask Paul how Frye's unmatched inventory of stock sizes of one-time carbons means faster service—lower cost—happier customers!
Stock sizes ready in ★ Stock Designs ★ Pencil Carbon ★ Processed Carbons ★ Rolls ★ Carbonized Printing Paper.
And for special order jobs, its been *"Specify Frye"* since 1912.
FRYE MANUFACTURING COMPANY
2531 Dean Ave. · Des Moines 4, Iowa

MASTER Sales & Service Corp., 127 Greenwood Ave., Wyncote, Pa.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
MILLER-Trojan Co., Inc., 2 N. Ridge Ave., Troy, Ohio
★PROCESS Cameras & Equip., Inc., 1153 W. Grand Ave., Chicago 22
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TASOPE Co., Tasope Bldg., Aurora, Mo.
★VANDERCOOK & Sons, Inc., 3601 W. Touhy Ave., Chicago 46
WATERWORTH Eng. & Mfg. Co., 2329 Troy, Dayton 3, O.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
ZARKIN Machine Co., Inc., 34-19 10th St., Long Island City 6, N.Y.

PLATES MADE FOR THE TRADE

Offset and Letterpress (also see Cylinder, Sleeve and Plate Making, Gravure for Trade and Cylinder, Flexographic, Making for Trade)

1 Lithographic
2 Photo-engraving
3 Rubber

1 2 3
ADS, Inc., Div. CSW Plastic Types, Inc., P.O. 506, Hartford 1, Conn.
2 3
BRAUER & Sons, Inc., 1718 N. 1st St., Milwaukee
1
BUCKBEE Mears Co., Toni Bldg., St. Paul 1, Minn.
1 2
BUCK, T. S., Mfg. Co., 414 Broadway, New York 13
3
CUT-RATE Cuts, P.O. Box 12348, St. Petersburg 33, Fla.
2
EAST Texas Engraving Co., P.O. Box 2038, Tyler, Tex.
2
GIBSON, A. C., Co., Inc., 70 Oak St., Buffalo 5
3
GRAPHIC Arts Corp. of Ohio, 110 Ottawa, Toledo 4, Ohio
1
JAHN & Ollier, 817 W. Washington St., Chicago 7
1 2
MARK, John G., & Son, 525 Broadway, New York 12
1
MILWAUKEE Electrotype Co., 1130 N. 8th, Milwaukee 1
3
MOLDED Rubber Prtg. Plate Corp., 1324 W. Fulton St., Chicago 7
3
MONO-Trade Co., 213 S. Sixth St., Minneapolis 2
1
MURPHY, Daniel, & Co., 480 Canal St., New York 13
NATIONAL Rubber & Litho Plate Co., 520 E. Larned St., Detroit 26
1 3
OFFSET Printing Plate Co., 151 W. 19th St., New York 11
1
PAR Engraving and Dies, Inc., 930 Wyandotte, Kansas City 5, Mo.
3
PIONEER Rubber Engraving Co., 21 E. 17th, New York 3
3
PROCESS Litho Arts Inc., 4507 N. Kedzie, Chicago 25
1
STAFFORD Engraving Co., Box 532, Indianapolis 6
2
STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago 14
3
WILBAR Photo Engraving Co., 333 W. 52nd, New York 19
2

PLATEMAKING MATERIAL

1 Aluminum
2 Brass
3 Copper
4 Lead
5 Plastic
6 Presensitized Offset
7 Rubber
8 Steel
9 Magnesium, polished for Photo Engravers
10 Zinc, Polished, Photo Engravers
11 Zinc, Offset-Litho

1 2 3 4 5 6 7 8 9 10 11
ADS, Inc., Div., CSW Plastic Types, Inc., P.O. Box 506, Hartford 1, Conn.
1 2 3 4 5 7 8 9 10
ALJEN Associates, P.O. Box 1433, Cincinnati 1
1 11
ALUMINUM Co. of America, 1501 Alcoa Bldg., Pittsburgh
1
AMERICAN Brass Co., Waterbury 20, Conn.
2 3
AMERICAN Evatype Corp., 739 Osterman, Deerfield, Ill.
7
★AMERICAN Type Founders Co., 200 Elmora, Elizabeth B, N. J.
5 6
AMERICAN Zinc Products Co., Muncie, Ind.
1 11
AMSTERDAM Cont'l. Types & Graph'c Equip., Inc., 276 Park Ave., S., New York 10
★ANCHOR Chem. Co., 827 Bergen St., Brooklyn
ATLANTIC Zinc Works, 210 Van Brunt St., Brooklyn 31
3 9 10
AZOPLATE Corp., 558 Central Ave., Murray Hill, N. J.
6
BROOKS & Perkins, Inc., Magplate Div., 1930 W. Fort, Detroit 16
9

1 2 3 4 5 6 7 8 9 10 11
CALIFORNIA Ink Co., 545 Sansome, San Francisco
1 2 3 4 10 11
CANADA Printing Ink Co., Ltd., Brockhouse Rd., Toronto 14, Ont., Can.
6 11
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
3 10 11
CRONITE Co., Inc., 88th & Hudson, North Bergen, N. J.
2 3 8
DAVIDSON Corp., Sub. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
1 6
DAYTON Rubber Co., 2342 W. Riverview, Dayton 1, O.
7
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
1 6
DIRATS PhotoPlate Co., 181 Notre Dame, Westfield, Mass.
DITTO, Inc., 6800 McCormick Rd., Chicago 45
6
DOUTHITT Corp., 245 Adair St., Detroit 3
10 11
★DU PONT, E. I., de Nemours & Co., Photo Products Dept., 666 Driving Park, Rochester 13, N.Y.
5
★ECONO Products, Inc., 132 Humboldt, Rochester, N.Y.
5 7
EDES Manufacturing Co., Water St., Plymouth, Mass.
3 9 10
EMPIRE Metal Co., 820 E. Water, Syracuse 3, N.Y.
4 11
★FAIRCHILD Graphic Equip. Div., Fairchild Camera & Instrument Corp., Fairchild Drive, Plainview, N.Y.
5
FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 5
4
FOTOPLATE Co., 34 Oxford St., Newark 5
1 6 11
GARDNER Metal Co., 4820 S. Campbell, Chicago 32
4
★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
1 11
GOODRICH, B. F., Industrial Products Rubber Co., 500 S. Main St., Akron 18, Ohio
7
GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.
5 7
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
6
★HILL Rubber Co., 2728 Elston Ave., Chicago 47
7
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
7
ILLINOIS Zinc Co., 2959 W. 47th St., Chicago 32
11
IMPERIAL Type Metal Co., 1276 W. Third Ave., Cleveland13
10
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
1 11
★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y.
1
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.
5
★LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Drive, El Monte, Calif.
6

HARRIS ALUM-O-LITH SENSITIZED PLATES

★

The only plate on the market that is "MICRO-SURFACED" . . .

. . . NOT SMOOTH, NOT GRAINED, but *slightly etched* to combine the advantages of both surfaces.

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A Subsidiary of Harris-Intertype Corp.
1449 Industrial Park, Covina, Calif.

MALLINCKRODT Chem. Works, 2nd & Mallinckrodt Sts., St. Louis 7
MARSHALL Sales & Export Corp., 220 S. 16th St., Philadelphia 2
5 7
MATTHIESSEN & Hegeler Zinc Co., LaSalle, Ill.
11
MELIND, Louis, Co., 3524 N. Clark St., Chicago 13
7
MILLER-Trojan Co., Inc., 2 N. Ridge Ave., Troy, Ohio
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
6
MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13
5 7
NATIONAL Lead Co., Blatchford Div., 11 Broadway, New York 6 4

1 2 3 4 5 6 7 8 9 10 11
PIONEER Rubber Engraving Co., 21 East 17th, New York 3
5 7
★PITMAN, Harold M., Co., 33rd & 51st, Chicago 50
1 3 10

Pitman **HAROLD M. PITMAN CO.**
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SECAUCUS, N. J. 515 SECAUCUS ROAD
CLEVELAND 11, OHIO 3501 WEST 140th STREET
NEW YORK 36, N. Y. 230 WEST 41st STREET

PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
3 9 10
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
1 5 6
PRINTING Developments, Inc., 9 Rockefeller Pl., New York 20
★RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8
1 11

RBP PREMIUM grained zinc and aluminum lithographic plates. No better grain anywhere.

RB&P CHEMICAL & SUPPLY, INC.
1640 N. 31st St.
Milwaukee 8, Wisconsin

REVERE Copper & Brass Inc., 230 Park, New York 17
1 2 3
ROLLED Plate Metal Co., 210 Van Brunt St., Brooklyn
3 9 10
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
1 11
STEREOTYPE Equipment Co., 2062 Elston, Chicago 14
7
STEWART, R. A., & Co., 80 Duane St., New York 7
7
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
2 3 9 10
TEITELBAUM, N. Sons, 261 Grand Concourse, New York
1 5 6 11
THICKOL Chemical Corp., 780 N. Clinton, Trenton 7, N.J.
7
★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
5 7
UNIFORM Graining Corp., 648 N. Western, Chicago 12
UNION Carbide Plastics Co., Div. of Union Carbide Corp., 30 E. 42nd St., New York 17
5
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
7
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.
5 7
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7
5 7

PLATEMAKING SUPPLIES, CHEMICALS

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

Branches in all principal cities.

ATF
Platemaking
Supplies and Chemicals
200 Elmora Ave., Elizabeth, N. J.

CANADA Printing Ink Co., Ltd., Brockhouse Rd., Toronto 14, Ont., Can.
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

chemco
CAMERAS
PLATEMAKING EQUIPMENT

DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
GRAPHIC Arts Laboratories, Box 365, Hamilton, Ohio
IMPERIAL Type Metal Co., 1276 W. Third St., Cleveland 13
KENDALL Co., Fiber Products Div., Walpole, Mass.
★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
MATTHIESSEN & Hegeler Zinc Co., LaSalle, Ill.
PHILLIPS & Jacobs, 618 Race, Philadelphia 6

★PITMAN, Harold M., 33rd & 51st., Chicago 50

Pitman **HAROLD M. PITMAN CO.**
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SUPPLIES AND EQUIPMENT
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SECAUCUS, N. J. 515 SECAUCUS ROAD
CLEVELAND 11, OHIO 3501 WEST 140th STREET
NEW YORK 36, N. Y. 230 WEST 41st STREET

PREMIER Graining Co., 2440 S. Prairie, Chicago 16
★RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8

RBP PREMIUM SURFACE PLATE CHEMICALS
for zinc and aluminum plates.

RB&P CHEMICAL & SUPPLY, INC.
1640 N. 31st St.
Milwaukee 8, Wisconsin

★ROLL-O-GRAPHIC Corp., 133 Prince St., New York 12
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
STOUFFER Graphic Arts Equipment Co., 311 N. Niles, South Bend, Ind.
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
TEITELBAUM, N. Sons, 261 Grand Concourse, New York
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

PLATEMAKING SYSTEMS (See also Engraving Machines & Etching Machines)

1 Metal, Curved Plate
2 Metal, Flat Plate
3 Photopolymer (Dycril)

1 2 3
★CHEMCO Photoproducts Co., Glencove, L. I., N.Y.
2
★FAIRCHILD Graphic Equipment, Inc., Fairchild Dr., Plainview, L. I., N.Y.
1 2 3
MASTER Sales & Service Corp., Wyncote, Pa.
1 2 3
REGAN Industries, Inc., Burlingame, Calif.
1 2
★ROBERTSON Photo-Mechanix, Inc., 7440 W. Lawrence, Chicago 31
1 2 3

PLATE MOLDING EQUIPMENT (Rubber and Plastic)

ADDRESSING Mach. & Equip. Co., 336 Broadway, New York 7
AMERICAN Evatype Corp., 750 Central Ave., Deerfield, Ill.
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
ELECTRO-Copyst, Inc., 205 E. 42nd, New York 17
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17
MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13
MOORE, Kenneth J., & Co., 1778 Estes, Chicago 26
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PASADENA Hydraulics, Inc., Pasadena 4, Calif.
PAYNE, Ernest, Corp., 82 Beekman St., New York 38
PEERLESS Roll Leaf Co., 4511 New York, Union City, N.J.
STEREOTYPE Equipment Co., 2062 Elston, Chicago 14
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

PLATE MOUNTING DEVICES, SYSTEMS

1 Patent Base and Tools
2 Type Metal Base
3 Mounting System

1 2 3
★CHALLENGE Machinery Co., Grand Haven, Mich.
1
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
3
★COTTRELL Co., sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
1
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., "G" St., Below Erie Ave., P.O. Box 4768, Philadelphia 34
2
LOCKWOOD Co., Inc., 125 N. Fifth St., Atchison, Kan.
★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14
2
MARKEM Machine Co., 150 Congress St., Keene, N. H.
MORRISON Co., 125 W. Melvina St., Milwaukee
3
M&L Typesetting & Electrotyping Co., 4001 Ravenswood Ave., Chicago 13
2
NATIONAL Lead Co., Blatchford Div., 111 Broadway, New York
1
PITT, J. W., Inc., Bath, N.Y.
1
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
2 3

1 2 3
★PRINTING Mchy. Co., 436 Commercial, Cincinnati 2
1 3
UNIQUE Steel Block Co., 304 Chemung, Waverly, N.Y.
1
★VANDERCOOK & Sons, 3601 W. Touhy, Chicago 45
2 3
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
1 3

POLISH, METAL

BURNISHINE Products Co., 8140 N. Ridgeway, Skokie, Ill.
HANSON-VanWinkle-Munning, Church, Matawan, N.J.
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
STAFFORD, S. S., Inc., 609 Washington, New York 14
WEST Disinfecting Co., 42-16 West, Long Island City, N.Y.

PRE-REGISTER IMAGE EQUIPMENT

★HARRIS-Seybold Co., Div. of Harris-Intetype Corp., 4510 E. 71st St., Cleveland 5
TAYLOR Machine Co., 1713 S. Clinton St., Baltimore 24

PRE-SENSITIZED PLATES
(see Platemaking Material)

PRESS ATTACHMENTS (also see Brakes, Press; Feeders, Folders, etc.; Gauge Pins, etc.; Perforating, Slitting, and Scoring Attachments, Press)

1 Curled Stock Holders
2 Envelope Flap Holders
3 Foot Extensions
4 Guard, Hand, Platen Press
5 Hose for Press Air System
6 Miehle, 3rd Color unit
7 Multilith, 2nd color unit
7a Newspaper Counter-Stacker
8 Pile Braces
9 Register Device for Verticals
10 Roll Winding Machines
11 Spring Clips
12 Web Side-Guiding Controls
13 Web Tensions
14 Web Break Detectors

1 2 3 4 5 6 7 8 9 10 11
12 13
ACE Lite Step Co., 1708 S. State, Chicago 16
5
ARTCRAFTSMEN Printing Machinery, 85 Shafford St., Springfield 7, Mass.
★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
5 8
★CAMERON Machine Co., Franklin Rd., Dover, N. J.
12 9 11
CARLSON Co., 15 Hathaway St., Boston 10
7
★CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1
7a
DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis.
9
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
8
JOHNSTONE Engr. & Machine Co., Parkesburg, Pa.
12 13 10
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
12 9 11
KORTHE Eng. Co., 9353 Seymour Ave., Schiller Park, Ill.
14
MANHATTAN Rubber Div., Raybestos-Manhattan, Inc., 61 Willet St., Passaic, N. J.
5
NATIONAL Sherardizing & Machine Co., 868 Windsor St., Hartford, Conn.
4
PAASCHE Airbrush Co. Div., 1909 Diversey Parkway, Chicago 14
5
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
9
RATHBUN & Bird Co., 379 W. Broadway, New York 12
4
SMITH & Winchester Mfg. Co., So. Windham, Conn.
11
STANFORD Engineering Co., Salem, Ill.
12 9 11
TOWNSEND Industries, Inc., 427 E. Walnut, Des Moines 9, Ia.
7
WALDRON, John, Corp., Box 791, New Brunswick, N. J.
12 11
WESTERN Prtg. Mchy. Co., 3519 N. Spaulding, Chicago
6

PRESS POINTS

MILLER Co., Eddie, 3113 Sherman St., Anderson, Ind.
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati

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Jack Beall
Vertical Service, Inc.
Parts - Belts - Hose - Heaters - Trips
Die Cutting Jackets - Perforators
Rubber Suckers
641 S. Dearborn St., Chicago 5, Illinois

PRESSES, PRINTING (also see Die Cutting Machines, Die Cutting Presses, Die Stamping Presses and Embossing Machines)

Aniline—See Flexographic
1 Cylinder
2 Die-Cutting
3 Electronographic
4 Embossing
5 Flatbed Web
6 Flexographic
7 Gravure
8 Gravure Roll Feed
9 Gravure Sheet Feed
10 Magazine
12 Multi-Color
13 Newspaper
14 Offset-Lithographic
15 Offset-Lithographic Roll Feed
16 Offset-Lithographic Sheet Feed
17 Perfector, Cylinder
19 Platen
20 Platen, Roll Feed
21 Rotary, Letterpress, Roll Feed
22 Rotary, Letterpress, Sheet Feed

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 19 20 21 22
★ACME Machinery Division, 1834 Broadway, New York
23 15

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specialists in web offset
MILTON WebMaster
CONSTANT Flying Paster
CARAVELLE Automatic Paper Cutter
1834 Broadway, New York 23, New York
JUdson 6-0733

ADDRESSING Machine & Equipment Co., 326 Broadway, New York 7
14

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ATF
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Mann Offset Presses
200 Elmora Ave., Elizabeth, N. J.

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
12 14 15 16 17 10 22

Branches in all principal cities.
ATF
Web Publication Presses
200 Elmora Ave., Elizabeth, N. J.

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10
14 15 16 8 9
APEX Machine Co., 14-13 118th St., College Point 56, N Y
6
BABCOCK Printing Press Corp., 800 Waynesburg Road, S.E., Canton 7, Ohio
7 8 10
12 14 16 21
BANTHIN Eng. Co., 1849-57 Main, Bridgeport 4, Conn.
1
BATHRICK & Palmer Co., 1317 Princeton, Elkhart, Ind.
2 21 22
★BRANDTJEN & Kluge, Inc., 653 Gaultier, St. Paul, Minn.
2 4 19 20
CERRUTTI Presses of America, Inc., 121 Prospect, Westfield, N. J.
6 7 8 9 10
★CHALLENGE Machinery Co., Grand Haven, Mich.
2
★CHAMPLAIN Co., Inc., Harrison Ave., Roseland, N. J.
12 2 4 7 8 21
★CHANDLER & Price Co., 6000 Carnegie, Cleveland 3
2 4 5 6 19 10

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago
1 5 7 8 9 10
12 13 14 15 16 17 21 22
COPEASE Corp., 425 Park Ave., New York 22
14 16
COTTRELL Co., subsid. of Harris-Intertype Corp., Box 515, Westerly, R. I.
7 8 9 10
12 15 17 21 22
CRABTREE, R. W., & Sons, Inc., 56 Beaver St., New York 4
13 14 15 16 17 7 8 10
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
19
CRONITE Co., 35 Park Place, New York City 7
4 7
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
14 4 16
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
16
★DIDDE-Glaser, Inc., Emporia, Kan.
12 14 15
DIETZ Machine Works, 20 W. Berkley St., Philadelphia 44
6
DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis.
3 5 6
EMBOSSOGRAF Corp. of America, 38 W. 21st St., New York 10
5
EVER Ready Machinists, Inc., 137 W. 19th, New York 11
3 5 20
FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
12 6 7 8
FREMONT Tools & Die Co., 432 N. Wood, Fremont, Ohio
2
FROSTAD Eng. Co., 3037 S. Wentworth, Milwaukee 7
1 2 6 8
12 21
GOSS Co., Div. of MGD Inc., 5601 W. 31st St., Chicago
5 7 8 10
12 13 15 21
GRIFFIN, Campbell, Hayes & Walsh, Inc., 50 E. 21st St., New York 10
20
GRIFFITHS, John, Co., 415 Lexington, New York 17
13
HAIDA Eng. Co., 34-11 Vernon, Long Island City 1, N.Y.
12 6 21
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
1 6 7 10
15 17 21
★HANTSCHO, George, Co., 602 S. Third, Mt. Vernon, N.Y. 15
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
12 14 16
HARRISON, D. L., Co., P.O. Box 83, Dallas 1
21
★HEIDELBERG Sales & Service Co., 73-45 Woodhaven Blvd., Glendale 27, L. I., N.Y.; 6319 Eppes St., Houston; 1700 S. Wall St., Los Angeles 15
1 2 4 19
12
HEINRICH Equip. Co., 111 Eighth Ave., New York
12 6
HENSCHEL, C. B., Mfg. Co., 229 W. Mineral St., Milwaukee 4
1 6
HESS & Barker, 212-22 S. Darien St., Philadelphia
12 6 21
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
7 8 10
12 13 15 21
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
6 7 8
HUMPHREY Design & Mfg. Inc., 16343 Euclid, E. Cleveland 12
INMAN Mfg. Co., 41 Guy Park Ave., Amsterdam, N.Y.
21
INTA-Roto Machine Co., P.O. Box 454, Richmond, Va.
1 2 6 7 8
INTERNATIONAL Paper Box Machinery Co., 315 Main St., Nashua, N. H.
14 16
INTERNATIONAL Printing Equipment Co., 540 W. Congress St., Detroit
1
IPEC, Inc., 401 N. Leavitt, Chicago 12
KELSEY Co., 45 Crown St., Meriden, Conn.
19
KIDDER Press Co., Inc., Dover, N. H.
15 6 7 8 21 22
LEVEY, Frederick H., Co., 380 Madison Ave., New York
15
MAGNAT Mach. & Pattern Corp., Leeds, Mass.
8
MASTERSCREEN Printing Equipment Corp., P.O. Box 707, Stockton, Calif.
19
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston
1 6 7
12 14 15 21
MERCURY Engr. Corp., Div. of M-G-D, Inc., 2100 N. Farwell Ave., Milwaukee
6 7 8 20
★MIEHLE Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
1 2 7 9 10
12 13 14 16 17 22

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12 13 14 15 16 17 18 19 20 21 22
★MILLER Printing Mchy. Co., 1115 Reedsdale, Pittsburgh
1 2 4 8
12 14 15 16

MODEL Printing Equip. Co., 511 Madison, Hoboken, N. J.
21 22

MOORE, Kenneth Jr., & Co., 1778 W. Estes Ave., Chicago
1 6 21
12

NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich.
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★NEW ERA Mfg. Co., Box 400, Hawthorne, N. J.
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OLSEN-Mark Corp., 124 White St., New York 13
4

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PASADENA Hydraulics, Inc., Pasadena 4, Calif.
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PAVYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2
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★PEARCE Development Co., 1606 E. 30th, Cleveland 14
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★PECK, James I., 47 High St., West Orange, N. J.
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POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
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PRECISE Engr. Co., 430 W. Grant Pl., Chicago 14
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★PRINTING Machinery Co., 435 Commercial, Cincinnati 2
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PUGLISI-Dutro, Inc., 117 W. 9th St., Los Angeles 15
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REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy., Freeport, L.I., N.Y.
15 6 7 8 21

ROTH, David Z., & Co., 1235 Main Ave., Clifton, N. J.
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SPECIALTY Automatic Machine Co., 8 Cambridge St., Burlington, Mass.
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STANDARD Process Corp., 2704 W. Roscoe St., Chicago
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STOESSEL Machine Mfg. Corp., 534 W. 35th, New York 1
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SWIFT, George W., Inc., 7 Ward St., Bordentown, N. J.
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SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford 1, Conn.

THOMSON-National Press Co., Franklin, Mass.
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★VERNER, B., & Co., 52 Duane St., New York 7
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12 13 14 15 21

WEBENDORFER, Saugatuck, Conn.
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WILLSEA Works, 371 St. Paul St., Rochester 5, N.Y.
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WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17
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LEVEY, Frederick H., Co., 380 Madison Ave., New York 17
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★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
1
CRONITE Co., 88th & Hudson, North Bergen, N. J.
9
DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
1 2 3 6 8
DAYTON Rubber Co., 2342 W. Riverview, Dayton, Ohio
2 5 6 8 9 10
★DEXTER Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
3
FLORENCE Pipe Foundry & Machine Co., Florence, N. J.
4
1 2 3 4 5 6 7 8 9 10
★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
5 6
GODFREY Roller Co., 215 N. Camac St., Philadelphia
1 2 3 4 6 9 10
GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio
8 9
GRAPHIC Chemical & Ink Co, P.O. Box 27, Villa Park, Ill.
1 10
HARRIGAN Roller Co., 311 Guilford, Baltimore 2
1 2 4 6 7 8 9 10
HART, Wm. C., Co., 236-25th St., Brooklyn 32
1 2 3 4 5 6 7 8 9 10
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
1 2 3 4 5 6 8 9 10
INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.
4
ISLEY, W. F., & Co., 322 Lindsay, Greensboro, N. C.
1 2 5 6 7 8 9
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia
1 2 3 4 5 6 7 8 9 10
MACHINE Parts Co., 1124 E. 108th, Los Angeles 59
6
MANHATTAN Rubber Div., Raybestos-Manhattan, Inc., 61 Willet St., Passaic, N. J.
2 8 9
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
6 7
MILWAUKEE Prtrs. Rollers Co., 422 S. 4th, Milwaukee 4
1
MORELAND Corp., York & Fitzwatertown Rds., Willow Grove, Pa.
2 3 4 5 6 7 8 9
MOTOR City Roller Co., 448 E. Lafayette St., Detroit
1 5 7
NATIONAL Roller Co., 307 Pearl St., New York 38
1 2 5 6 8 9 10
OHIO Roller Co., 4408 Detroit Ave., Cleveland 13
1 2 3 4 5 6 7 8 9
OSGOOD-Globe Corp., 33 Purchase St., Boston 10
1 6 9
PAVYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2
5
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
1 2 3 4 5 6 7 8 9
RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic, N. J.
2 8 9
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 7
5 6
ROLLER Corp. of America, 611 South Ave., Garwood, N.J.
9
SHADELAND Mfg. Co., 6800 E. 32nd St., Indianapolis 26
9
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
6 7
STANDARD Process Corp., 2704 W. Roscoe St., Chicago
4
THIOKOL Corp., 780 N. Clinton Ave., Trenton, N. J.
9 10
TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis 26
1 5 7 9
TWIN City Printers Roller Co., 505 S. 3rd, Minneapolis 15
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
1 2 5 6 8 9
UNIVERSAL Roller Co., 2744 14th St., Detroit 8
8
VOGT Roller Co., 222 S. 12th St., Louisville 3, Ky.
1 2 4 6 8 9
WILD & Stevens, Inc., 45 Industrial Place, Newton Upper Falls, Mass.
1 2 3 4 5 6 7 8 9 10
WINN & GOODMAN, 440 Sansome St., San Francisco 11
1
WORTMAN Roller Co., 1915 Race St., Cincinnati
1 2 3 4 5 6 7 8 9 10

ROLL LEAF CUTTERS

ACKERMAN Gould Co., 10 Neil Court, Oceanside, L. I., N.Y.
★COUGHLIN Mfg. Co., 697 E. 132nd St., New York 54
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
★HEIDELBERG Eastern, Inc., 73-45 Woodhaven, Glendale, L. I., N.Y.
PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J.
SWIFT, M., & Sons, Inc. 10 Love Lane Hartford 1, Conn.

ROTARY PRESS KNIVES

COES Knife Co., 70 Coes St., Worcester 3, Mass.
FLORENCE Pipe Foundry & Machine Co., Florence, N. J.
OHIO Knife Co., B&O R.R. & Dreman Ave., Cincinnati
SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass.
SIMONDS Worden White Co., Summit St., Dayton 7, Ohio

ROTOGRAVURE CYLINDER MARKING MACHINE (see Marking Machine, Rotogravure)

ROUGHING MACHINES (see Embossing Machines, Roller)

ROUND CORNERING MACHINES
(see Punching and Round Cornering Machines)

ROUTING MACHINES
1 Line Slugs
2 Relief Plates
3 Router Bits

1 2 3
AMERICAN Wood Products & Tool Supply, P.O. Box 520, Edwardsville, Ill.
AMSTERDAM Continental, 268-276 Fourth, New York 10
AURORA School of Photoengraving, Aurora, Mo.
2
AUTOMATIC Saw Co., 425 N. Senate Ave., Indianapolis
2 3
CHICAGO Wheel & Mfg. Co., 1101 W. Monroe, Chicago 7
2
DOUTHITT Corp., 245 Adair St., Detroit 3
3
GOSS Co., Div. of MGD, Inc., 3601 W. 31st, Chicago 50
2 3
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
2 3
HOE, R., & Co., Inc., 910 E. 138th St., New York
3
MARGACH Mfg. Co., Inc., 82 Beekman St., New York
1
MILWAUKEE Saw-Trimmer Co., 612 E. Clybourn St., Milwaukee
2
MORRISON Co., 125 W. Melvina St., Milwaukee
2 3
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
2 3
NORTH American Products Corp., P.O. Box 291, Jasper, Ind.
3
ONSRUD Cutter Mfg. Co., 800 E. Broadway, Libertyville, Ill.
3
ONSRUD Mach. Works, Inc., 7720 N. Lehigh, Niles, Ill.
2 3
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
2 3
PIONEER-Toledo Corp., 1130 Nebraska Ave., Toledo 2, Ohio
1 2 3
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
1 2 3
ROYLE, John & Sons, 10 Essex St., Paterson 3, N. J.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
2
STANLEY Electric Tools, Div. of Stanley Works, 480 Myrtle, New Britain, Conn.
3
TARPLEY, George, Co., P.O. Box 345, Chesterland, Ohio
3
TASOPE Co., Tasope Bldg., Aurora, Mo.
2
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
3
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.
ZANETTI, A. D., Machine Works, 1630 Jerrold, San Francisco 24
2

RUBBER PLATE MATERIALS
AMERICAN Evatype Corp., 750 Central Ave., Deerfield, Ill.
MARSHALL Sales & Export Corp., 220 S. 16th St., Philadelphia
MELIND, Louis Co., 3524 N. Clark St., Chicago 13
STEREOTYPE Equipment Co., 2602 Elston, Chicago 14
STEWART, R. A., & Co., 80 Duane St., New York 7
THREE-M Service, Argyle, Wis.
TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7, N.Y.

RUBBER PLATE MOLDING EQUIPMENT
(see Plate Molding Equipment)

RUBBER STAMP MACHINERY
AMERICAN Evatype Corp., 750 Central Ave., Deerfield, Ill.
ELECTRO-Copyst, Inc., 205 E. 42nd St., New York 17
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17
PAYNE, Ernest, Corp., 82 Beekman St., New York 38
STEREOTYPE Equipment Co., 2062 Elston, Chicago 14
STEWART, R. A., & Co., 80 Duane St., New York 7

RULE
1 Brass
2 Cutting, Creasing, and Perforating
3 Steel
4 Plastic

1 2 3 4
ACCURATE Steel Rule Die Mfrs. Co., 22 W. 21st, New York 10
2 3
ALVIN Co., 215 West 20th St., New York 11
2
AMERICAN Fabricators, 22 W. 21st St., New York 10
2 3
AMSTERDAM Cont'l Types & Graphic Equip., Inc., 268 Fourth Ave., New York 10
1
1 2 3 4
BOYD, H. S., Co., P.O. Box 5014, Tulsa, Okla.
2 3
ECONOMY Printers Products, 609 S. LaSalle St., Chicago 5
EMPCO Mfg. Co., 979 Atlantic Ave., Atlantic City, N. J.
GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.
2
HELMOLD, J. F., & Bros., 1462 W. Shakespeare, Chicago
2
LOS Angeles Type Founders, Inc., 225½ E. Pico Blvd., Los Angeles
2
LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.
MARKEL Rubber Products Inc., 514 Jackson, New York 55
2 3
MENDEZ Co., 30 Beekman St., New York 7
1 2
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
1 2 3
SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass.
2 3
STEWART, Don, Co., 445 Clay St., San Francisco 11
2
STRIPFOUNDERS, Inc., 4550 Federal St., Chicago 9
1
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 17
2 3
★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
4
★UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex.
1
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7
1 2 3 4

RULE CASTERS
(see Composing Machines)

RULE, STEEL, BENDERS AND CUTTERS
AA-1 Steel Rule Die Service, 538 S. Dearborn, Chicago 5
ACCURATE Steel Rule Die Mfrs. Co., 22 W. 21st St., New York 10
AMERICAN Fabricators, 22 W. 21st St., New York 10
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
HELMOLD, J. F., & Bros., 1462 W. Shakespeare, Chicago 14
★RICHARDS, J. A., Co., Kalamazoo 13F, Mich.

RULING MACHINES
DREDGE, Ruling Pen Co., 105 Johnson, Hackensack, N. J.
HANEY, O. C., Co., 3859 Victoria Ave., Los Angeles 8
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
LINDBLADH Corp., Subsid. of Miami Industries, Inc., 201 Morris St., Toledo 3, Ohio
MC ADAMS, John, & Sons, 20 Knight, Norwalk, Conn.

S

SAFES, FIREPROOF
EMPIRE Safe Co., 170 Centre St., New York 13

SALES BOOKS & TAGS (also see Business Forms for the Trade)
ADAMS Bros. Salesbook Co., P.O. Box 91, Topeka, Kan.
ENNIS Business Forms, Inc., 214 W. Knox, Ennis, Tex.
ERSCO, 1930 Patterson Ave., New York 72
SHELBY Salesbook Co., 40 High School Ave., Shelby, Ohio
TEX-N-SET Business Forms Co., 1100 Harrison, Arlington, Tex.

SAWS, PLANERS, SHARPENERS
1 Block Levellers, Planers
2 Photo-engraver's Saw
3 Planer Knives
4 Saw Blades
5 Saw Sharpeners
6 Saw Swaging Machines
7 Saw Trimmers
8 Saws, Band
9 Saws, Circular, Filing Machine
10 Saws, Die-Makers
11 Saws, Mitering
12 Saws, Sharpening Service

1 2 3 4 5 6 7 8 9 10 11
12
AMERICAN Wood Products & Tool Supply, P.O. Box 520, Edwardsville, Ill.
3 4 7 8
★AUTOMATIC Saw Co., 425 N. Senate, Indianapolis
12 4 5

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1 2 3 4 5 6 7 8 9 10 11
12
BAUMAN, Harry C., 500 Pressley, Pittsburgh
12
BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio
3 4 8 11
BORG-Warner Corp., Atkins Saw Div., 402 S. Illinois St., Indianapolis 9
4 11
CHAPMAN Knives & Saws, 504 S. Broadway, St. Louis 2
4 5 8
DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35
2 3 4 8 9 10 11
FOLEY Mfg. Co., 3300 Fifth, N.E., Minneapolis 18
5 9
GAY-Lee Co., 71 W. 14 Mile Rd., Clawson, Mich.
2 4 7
GOSS Co., Div. of MGD Inc., 5601 W. 31st, Chicago 50
7
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
1 4 5 7
HANCHETT Mfg. Co., Big Rapids, Mich.
5 6
HEATON & Anderson Div., 500 Como, St. Paul 3, Minn.
8
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
4 5 6 7 8 9
HUFFMAN, M. V., Mfg. Co., 5415 York, Los Angeles 42
4 7
MILWAUKEE Saw-Trimmer Corp., 612 E. Clybourn St., Milwaukee 2
7
MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
11
MONOMELT Co., 1611 Polk St., N.E., Minneapolis 13
1
MORRISON Co., 125 W. Melvina St., Milwaukee 12
4 7
NATIONAL Saw Sharpening Co., 425 N. Senate, Indianapolis 4
4 5 7
NELSON, C. B., Co., Div. of Fastener Corp., 3700 River Rd., Franklin Park, Ill.
4 7
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
12 7
NORTH American Products Corp., P.O. Box 291, Jasper, Ind.
4 7
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
1 2 3 4 5 6 7 8 9 10
★PATE Co., 6124 N. Pulaski Rd., Chicago 46

● BENCH MODELS
● CABINET MODELS
● CONSOLE MODELS
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PAVYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2
12 3 4 5 7
★PIONEER-Toledo Corp., 1130 Nebraska Ave., Toledo 2, Ohio
4 7
RALYA Saw Corp., 109 W. Second St., Cincinnati 2
4 8
★RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoo, Mich.
1 2 4 7 10 11
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
2 8
ROYLE, John, & Sons, 10 Essex St., Paterson 3, N. J.
SAW & Knife Specialty Co., 6526 Carnegie, Cleveland 3
4 5 8
SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass.
3 4 8
STAR Parts, Inc., S. Hackensack, N. J.
12 7
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
2 4 8 9
★SUPER Speed, Inc., 742 S. Sherman, Chicago 5
4 7 11
TESCH Mfg. Co., 2121 N. Drew St., Appleton, Wis.
5 6 7

1 2 3 4 5 6 7 8 9 10 11 12
TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis 26 7
★VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicago 1
WALLIN Printers Supply Co., 309 S. 13th, Omaha, Neb. 4 7
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. 2 4 7 9 10
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J. 4 7

SCALES

1 Platform
2 Postal
3 Paper
AMTHOR Testing Instr. Co., 45 Van Sinderen, Brooklyn 7 1 2 3
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5 3
CADY, E. J., & Co., 630 Harlem, River Forest, Ill. 1 2 3
DETECTO Scales Inc., 540 Park Ave., Brooklyn 5 3
FAIRBANKS, Morse & Co., 600 S. Michigan, Chicago 5 1 2
FRIDEN, Inc., San Leandro, Calif. 2
PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn. 2
SHAW Box Crane & Hoist Div., Manning, Maxwell & Moore, Inc., W. Broadway, Muskegon, Mich. 1
TESTING Machines, Inc., 72 Jericho, Mineola, L. I., N.Y. 3
THWING-Albert Instr. Co., Penn & Pulaski, Philadelphia 3
TOLEDO Scale Co., Toledo 12, Ohio 1 2

SCORING ATTACHMENT (PRESS)—(see Perforating, Slitting, and Scoring Attachments (Press)

SCREENS, HALFTONE

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
BUCKBEE Mears Co., Toni Bldg., St. Paul 1, Minn.
CAPROCK Developments, 165 Broadway, New York 6
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago
DOUTHITT Corp., 245 Adair St., Detroit 3
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
KEMART Corp., 340 Front St., San Francisco 11
★LANSTON Monotype Co., Div. of Lanston Industries, "G" St. Below Erie Ave., Philadelphia 34
LEVY, Max, & Co., Wayne & Berkley, Philadelphia
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★ROLL-O-Graphic Corp., 133 Prince St., New York 12

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22 x 28—$8.50
120 line, 133 line, 150 line
ROLL-O-GRAPHIC CORP.
133 PRINCE ST., N. Y., GRamercy 5-8760

RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

SEALING MACHINES, SEALS

AMSCO Packaging Mach. Co., 3131 48th Ave., Long Island City 1, N.Y.
FERGUSON, J. L., Co., P.O. Box 1226, Joliet, Ill.
SEAL-O-Matic Dispenser Corp., 169 Murray, Newark, N.J.

SEALING MACHINES, TAPE

BETTER Packages, Inc., Shelton, Conn.
CHICAGO Gum Tape Co., 855 W. Adams St., Chicago
DRY-Tab Package Sealer Co. Inc., 271 W. Livingston St., Banning, Calif.
GUMMED Tape & Devices Co., 66 York St., Jersey City 2, N. J.
MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
NASHUA Corp., 44 Franklin St., Nausha, N. H.
SEAL-O-Matic Dispenser Corp., 169 Murray, Newark, N.J.

SEWING MACHINES AND NEEDLES

ALTAIR Machinery Corp., 55 Vandam St., New York
CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky.
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
GELLMAN Mfg. Co., 1700 1st St., Rock Island, Ill.
SINGER Mfg. Co., 109 Trumbull St., Elizabeth, N. J.
SMYTH Mfg. Co., 9 Sigourney St., Hartford, Conn.
UNION Special Machine Co., 402 N. Franklin, Chicago

SHADING MEDIUMS

ARTYPE, Inc., 127 S. Northwest Hghy, Barrington, Ill.
BEN DAY, Inc., 118 East 28th St., New York 16
BOURGES Color Corp., 805 5th Ave., New York 3
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12

SHAVING, BORING AND PLANING MACHINES (Flat Plates)

COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
HESS & Barker, 212 S. Darien St., Philadelphia
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
NORTHERN Machine Wrks., 323 N. Fourth, Philadelphia
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo, Mich.
STA-HI Corp., 235 W. Washington, Whittier, Calif.
STEREOTEX Co., 33 Crescent Ave., Scituate, Mass.
STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

SHAVING MACHINE, ROTARY HEAD (Electrotypers)

AMERICAN Wood Products & Tool Supply, P.O. Box 520, Edwardsville, Ill.
COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
HESS & Barker, 212 S. Darien St., Philadelphia
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
NORTHERN Machine Works, 323 N. Fourth, Philadelphia
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
STA-HI Corp., 235 W. Washington, Whittier, Calif.
STEREOTEX Co., 33 Crescent Ave., Scituate, Mass.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

SHEARS FOR STEREOTYPE MATS AND ELECTROTYPE SHELLS

COES Knife Co., 70 Coes St., Worcester 3, Mass.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
GOSS Co., Div. of MGD Inc., 5601 W. 31st St., Chicago
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
HOE, R., & Co., Ink, 910 E. 138th St., New York 54
MONOMELT Co., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

SHEET CLEANERS (see Paper Cleaners)

SHELVING

ACME Steel Co., 135th & Perry Ave., Chicago 27
AURORA Equip. Co., Cleveland at Prairie, Aurora, Ill.
BERGER Mfg. Div., Republic Steel Corp., 1038 Belden Ave., N.E., Canton 5, Ohio
EQUIPTO Div. Aurora Equipment Co., Aurora, Ill.
FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia
LYON Metal Products, Inc., 30 Railroad Ave., Aurora, Ill.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York
STANDARD Pressed Steel Co., Box 740, Jenkintown, Pa.
WOOD, Alan, Steel Co., Penco Div., Oaks, Pa.

SHOOT BOARDS

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

SILK SCREEN EQUIPMENT, SUPPLIES

ATLAS Silk Screen Supply Co., 1733 Milwaukee Ave., Chicago 47
BROWN Lindsay Paint Co., 2601-75 W. Grand, Chicago 12
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 14
DOUTHITT Corp., 245 Adair St., Detroit 3
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
FOSTORIA Pressed Steel Corporation, Fostoria, Ohio
GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich.
GLIDDEN Co., 11001 Madison Ave., Cleveland 2
GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.
GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.
M&M Research Engineering Co., 13360 W. Silver Spring, Butler, Wis.
MARKEM Machine Co., 150 Congress St., Keene, N. H.
MASTERSCREEN Printing Equipment Corp., P.O. Box 707, Stockton, Calif.
MERIX Chemical Co., 1021 E. 55th St., Chicago
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10

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PILGRIM Plastic Products Co., 278 Babcock St., Boston 15
RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago
SELECTASINE Corp., 2738 Van Buren St., Chicago 12
SHERWIN Williams Co., 101 Prospect, N.W., Cleveland 1
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland
ULANO Products Co., 610 Dean St., Brooklyn 38
WEBENDORFER, Saugatuck, Conn.

SILVER SPRAY EQUIPMENT FOR ELECTROTYPING

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PAASCHE Airbrush Co. Div., 1909 Diversey Parkway, Chicago 14
PRENCO Engineering Corp., 6435 N. Central, Chicago 46
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

SKIVING MACHINES

LESTER & Wasley Co., 513 N. Main, Norwich, Conn.
UNITED SHOE Machinery Corp., 140 Federal, Boston 7
YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14

SLITTING ATTACHMENT (PRESS)—(see Perforating, Slitting, and Scoring Attachments (Press)

SLITTING AND REWINDING EQUIPMENT

BECK, Charles, Machine Corp., 44 Church Road, King of Prussia, Pa.
CAMERON Machine Co., 61 Poplar St., Brooklyn 2
CHAMBERS Bros. Co., 52nd & Media, Philadelphia
CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22
CLINE Electric Mfg. Co., 400 W. Madison St., Chicago
COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
DIETZ Machine Works, 20 W. Berkley St., Philadelphia 44
DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis.
DUSENBERY, John, Co., Inc., 395 Allwood Rd., Clifton, N. J.
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
HOBBS Mfg. Co., 26 Salisbury St., Worcester 3, Mass.
HOOPER, F. X., Co., Inc., Glen Arm, Md.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
INMAN Mfg. Co., Inc., Amsterdam, N.Y.
INTA-Roto Machne Co., P.O. Box 454, Richmond, Va.
JACQUES, John, & Son, 93 Webster, Worcester, Mass.
JOHNSTONE Engr. & Machine Co., Parkesburg, Pa.
KIDDER Press Co., Inc., 121 Broadway, Dover, N. H.
KNOWLTON, M. D., Co., 28 Industrial, Rochester, N.Y.
KOHLER Systems Co., 159 E. Chicago Ave., Chicago 11
McADAMS, John, & Sons, 20 Knight, Norwalk, Conn.
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25
★PACKER Mfg. Co., Green Bay, Wis.
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
PARRY, S. R., Machine Co., 224 Mill, Rochester, N.Y.
PRECISE Engr. Co., 430 W. Grant Pl., Chicago 14
★ROSBACK, F. P., Co., Fifth & Park, Benton Harbor, Mich.
SIMMONDS, Worden, White Co., Summit St., Dayton, Ohio
SMITH & Winchester Mfg. Co., S. Windham, Mass.
STANDARD Paper Box. Mach. Co., 476 Broome, New York
STANFORD Engineering Co., Salem, Ill.
SWIFT, Geo. W., Jr., Inc., 7 Ward, Bordentown, N. J.
WALDRON, John, Corp., River Rd., New Brunswick, N. J.
YOUNG Engineering Co., 2429 N. Sheffield, Chicago

SPINNERS, GROMMETS, Etc.

STIMPSON, Edwin B., Co., 70 Franklin, Brooklyn 5

SQUEEGEES, SILK SCREEN

ATLAS Silk Screen Supply Co., 1733 Milwaukee Ave., Chicago 47
GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich.
GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio
★GOODYEAR Tire & Rubber Co., Printers' Supplies Dept., P.O. Box 801, New Bedford, Mass.
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10

STAMPER, BENCH LEVER

ALTAIR Machinery Corp., 55 Vandam St., New York
GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
MATTHEWS, James H., & Co., 3814 Forbes, Pittsburgh 13
OLSEN-Mark Corp., 124 White St., New York 13

STANDING PRESSES, BINDERY

BERRY Machine Co., 716 N. First St., St. Louis 2
HICKOK, W. O., Mfg. Co., Box 425, Harrisburg, Pa.
McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia 3

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ACROLITE Products Inc., 806 Martin St., Rahway, N. J.
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38

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CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.
CRAIG Corp., 143 W. 20th St., New York 11
★DOYLE, J. E., Co., 1220 W. 6th St., Cleveland 13
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
HART, Wm. C., Co., Inc., 137 Greene St., New York
HERBERT Products, Inc., 180 Linden Ave., Westbury, N.Y.
HEWSON Co., Inc., 443 Broad St., Newark 2
INDIANA Chemical & Mfg. Co., 624 E. Walnut St., Indianapolis 4
MAXSON Automatic Mchy. Co., 98 Granite, Westerly, R.I.
MERIX Chemical Co., 1021 E. 55th St., Chicago 15
NUCLEAR Products Co., P.O. Box 649, El Monte, Calif.
OXY-Dry Sprayer Co., 1134 W. Montrose, Chicago 13
PNEUMA-Flo Systems, Inc., 127 W. 24th St., New York 11
PORTLAND Co., 38 Fore St., Portland 6, Me.
★SIMCO Co., 920 Walnut St., Lansdale, Pa.
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
STA-HI Corp., 1235 W. Washington, Whittier, Calif.
STATIC Eliminator Co., 239 Centre St., New York 13
★STATIKIL, Inc., 1220 W. 6th, Cleveland 13

STICHT, Herman H., Co., 27 Park Pl., New York 7
★TAKK Corp., P.O. Box 346, Newark, Ohio

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TEITELBAUM, N., Sons, 261 Grand Concourse, New York
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WESTERN STATIC Eliminator Co., 217 S. Western Ave., Chicago 12

STEEL STRAPPING

ACME Steel Co., 135th & Perry Ave., Chicago 27
GERRARD, A. J., & Co., 400 E. Touhy Ave., Des Plaines, Ill.
SIGNODE Steel Strapping Co., 2600 N. Western, Chicago

STEREOTYPE SUPPLIES, GUMMED TAPE, PACKING STRIPS, PARTING POWDER

BURGESS Cellulose Co., Freeport, Ill.
★CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
★DEXTER Folder Co., Pearl River, N.Y.
GRIFFITHS, John, Co., 415 Lexington, New York 17
HOE, R., & Co., 910 E. 138th St., New York 54
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
UNITED Stereotype & Supply Co., Box 38, W. Lynn, Mass.
WOOD Flong Corp., 551 Fifth Ave., New York 17

STIPPLING MACHINES
(see Embossing Machines, Roller)

STITCHERS, WIRE

ACME Staple Co., N. Main St., Franklin, N. H.
ACME Steel Co., 135th & Perry Ave., Chicago 27
BATES Mfg. Co., 63 Vesey St., New York 7
BOSTITCH, Inc., E. Greenwich, R. I.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
★DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
★HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland 3
HOFFERT Machine Co., 718 Marquette St., Racine, Wis.
JONES, James H., Co., 808 W. Washington St., Chicago
McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia
MACEY Co., Subsid. of Harris-Intertype Corp., 5350 W. 130th St., Cleveland 30
NEW Jersey Wire Stitching Machine Co., 608 S. Second St., Camden, N. J.
PABICH, W. R., Mfg. Co., 2323 N. Knox, Chicago 39
★ROSBACK, F. P., Co., Fifth & Park, Benton Harbor, Mich.
★SCHRIBER Mach. Co., 4900 Webster St., Dayton 4, Ohio
★SHERIDAN, T. W. & C. B., 220 Church St., New York 13
STANDARD Paper Box Mach. Co., 476 Broome, New York
SWINGLINE, Inc., 32-00 Skillman, Long Island City, N.Y.

STITCHING WIRE FEEDERS

ACME Steel Co., 135th & Perry Ave., Chicago 27
BOSTITCH, Inc., E. Greenwich, R. I.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
★ROSBACK, F. P., Co., Fifth & Park, Benton Harbor, Mich.

STOCK CUTS

CREECH Engraving Co., P.O. Box 717, Whittier, Calif.
EAST Texas Engraving Co., 116 S. Beckham, Tyler, Tex.
HUX-CUTS, Inc., Box 582, Lancaster, Pa.
JUDSON Type, Inc., 151 W. 23rd St., New York 11
MENDEZ Co., 30 Beekman St., New York 7
MERRELL Features, 208 N. Wells, Chicago 6
SHINN, Cobb, 721 Union St., Indianapolis 4

STOCK PHOTOGRAPHS

BLACK Box Studios, 136 E. 57th St., New York 22
LAMBERT, Harold M., Studios, 2801 W. Cheltenham, Philadelphia 50
ROBERTS, H. Armstrong, 4203 Locust, Philadelphia 4
SHINN, Cobb, 721 Union St., Indianapolis 4
UNDERWOOD & Underwood, 319 E. 44th St., New York 17; 646 N. Michigan Ave., Chicago 11

STONES AND GRINDERS

BOICE-Crane Co., 930 Central Ave., Toledo 6, Ohio
★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
UNITED Shoe Machinery Corp., 140 Federal, Boston 7

STRIP MATERIAL CASTERS
(see Composing Machines)

STRIPPING MACHINES (see Gumming, Gluing, Pasting Equipment)

SUCTION CUPS

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago

T

TABLES AND STANDS

1 Bindery
2 Case Filling, Electrotyping
3 Cutting Stands, Gravure
4 Cylinder Tables, Rotogravure
5 Elevating, Beating, Stereotyping
6 Imposition
7 Line-up and Register
8 Make-up and Storage
9 Offset-Litho, Layout
10 Retouching Stands
11 Stereotype Forms
12 Stripping
13 Transfer for Vertical Press
14 Viewing Stands, Gravure
15 Work

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

ANDERSON, Paul, Mfg. Co., P.O. Box 6705, San Antonio 9
12 7
ANGLE Steel Stool Co., 309 W. Oak, Plainwell, Mich.
1
APPLETON Wood Products Co., Inc., Douglas & Second Sts., Appleton, Wis.
15
AURORA Equip. Co., Cleveland at Prairie, Aurora, Ill.
8
AUTOQUIP Corp., 1140 S. Washtenaw, Chicago 12
5
BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
12 14 7 9 10
★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago 13
BROWN Coating Eqpt. Co., Wellston, Ohio
9
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
12 14 15 7 8 9 10
★CHALLENGE Machinery Co., Grand Haven, Mich.
6
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
12 10
COLWELL Litho Products, 402 Chicago, Minneapolis 15
12 9 10
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
14 7 9 10
CRAFTSMAN Line-Up Table Corp., 49 River, Waltham, Mass.
DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
12 9
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
15
★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia, Kan.
1
DOUTHITT Corp., 245 Adair St., Detroit 3
12 7 9

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

EQUIPTO Div. Aurora Eqpt. Co., Aurora, Ill.
1 15
FERGUSON, J. L., Co., P.O. Box 1196, Joliet, Ill.
FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 7
12 15 7 8 9
FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia
GELB, Joseph, Co., 52 Arlington St., Newark 2, N. J.
12 14 7 9 10
GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.
12 15 9
GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit
13
★HAMILTON Mfg. Co., Two Rivers, Wis.
1 6 7 8 9 10
12 15
HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio
15
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
12 15 7 8 9 10
HULEN Line-Up Table Co., 417 E. 10th, Kansas City, Mo.
LACEY-Luci Products Co., 31 Central Ave., Newark 2, N. J.
★LANSTON Monotype Co., Div. of Lanston Industries, "G" St. Below Erie Ave., Philadelphia 34
7 9
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
15 9
LITHOID Inc., 232 Cleveland, Highland Park, N. J.
12
★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14
8
LYON Metal Products, 30 Railroad Ave., Aurora, Ill.
15 10
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
12 9
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
6 8 11
★NU ARC Co., 4110 W. Grand, Chicago 51
9 10
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
2
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
6 7
REVOLVATOR Co., 2000 86th St., North Bergen, N. J.
5
ROBERTSON Photo-Mechanix, Inc., 7440 Lawrence Ave., Chicago 31
3 7 9 10
12 14 15
★SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
7 9
TAYLOR Machine Co., 7600 York Rd., Baltimore
7
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
1 6 7 8 10
WATERWORTH Eng. & Mfg. Co., 2329 Troy, Dayton 3, O.
9
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
2 4
ZARKIN Machine Co., 34-19 10th, Long Island City, N.Y.

TABLES, COOLING
(see Cooling Tables)

TABULAR SYSTEMS (see Composing Machines and Supplies)

TACKERS, HAMMER AND COMPRESSION

ACME Staple Co., N. Main St., Franklin, N. H.
BOSTITCH Inc., E. Greenwich, R. I.
FASTENER Corp., 3700 River Rd., Franklin Park, Ill.
★HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland 3
SWINGLINE, Inc., 32-00 Skillman, Long Island City, N.Y.

TAG MACHINERY

1 Eyeletting
2 Knotting, Looping, Stringing
3 Patching

1 2 3

BATES Mfg. Co., 63 Vesey St., New York 7
1
★GRAEBER Stringing & Wiring Machine Co., Div. New Era Mfg. Co., Hawthorne, N. J.
1 2 3
MAKATAG Mfg. Co., 2 Linden St., Reading, Mass.
1 2 3
NATIONAL Tag Co., 332-344 S. Patterson Blvd., Dayton 1, Ohio
1 2 3
★PEARCE Development Co., 1606 E. 30th St., Cleveland
1 3
STANDARD Tag Co., 65 Duane St., New York 7
1 2 3
STIMPSON, Edwin B., Co., 70 Franklin Ave., Brooklyn 5
1
WAKEFIELD Machine Co., Inc., Wakefield, Mass.
3
YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14
2

TAG MAKING FOR THE TRADE

BADGER Tag Co., Inc., Random Lake, Wis.
GIFFORD, H. M. Mfg. Co., 2744 B. St., Philadelphia 34
INTERNATIONAL Ticket Co., 58 Grafton, Newark 4, N. J.
PREMIER Southern Ticket Co., 1621 Dana, Cincinnati 7

TANKS AND SINKS

BAR-PLATE Mfg. Co., Boston Post Rd., Orange, Conn.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
COPYMATION, Inc., 5650 N. Western, Chicago 45
DOUTHITT Corp., 245 Adair St., Detroit 3
GRAPHIC Arts Center, 207 W. Park, State College, Pa.
HANSON-VanWinkle-Munning, Church, Matawan, N. J.
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
MASTER Sales & Service Corp., Wynecote, Pa.
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
PRENCO Engineering Corp., 6435 N. Central, Chicago 46
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago
SANDY Hill Iron & Brass Works, 27 Allen, Hudson Falls, N.Y.
TEANECK Chem. Co., 197 Washington Ave., Carlstadt, N. J.
TON-Tex Corp., 247 Pearl, N.W., Grand Rapids 2, Mich.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

TAPE, ADHESIVE
(see Adhesive Tape)

TAPE COUPLERS
(see Couplers, Belt and Tape)

TAPE, FEEDER, DELIVERY AND FOLDER
(see Belts, Belting and Tape)

TAPE, GUMMED
(see Paper Section Directory)

TAPE, OVERLAY (see Adhesive Tape, Pressure Sensitive)

TAPE, TYPESETTING (see Composing Machines and Supplies)

TEMPERATURE CONTROL AND INDICATORS, METAL

1 Electric Eye
2 Pyrometers
3 Thermometers
4 Thermostats

1 2 3 4
ABBEON Supply Co., 179-15 Jamaica Ave., Jamaica, N.Y.
3 4
ALLEN-Bradley Co., 135 W. Greenfield Ave., Milwaukee 4
1 2 3 4
BRISTOL Co., Bristol Rd., Waterbury, Conn.
2 3 4
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
3
ELECTRIC Heating Co., 8616 Madison Ave., South Gate, Calif.
4
FENWAL, Inc., 200 Pleasant St., Ashland, Mass.
2 4
FISHER Furnace Co., 5535 N. Wolcott Ave., Chicago
2 3
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
1 2 3 4
ILLINOIS Testing Labs., 420 N. LaSalle St., Chicago 10
2
KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore
2 3
★LANSTON Monotype Co., Div. of Lanston Industries, "G" St. Below Erie Ave., P.O. Box 4768, Philadelphia 34
2 3 4
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
MONOMELT Co., 1611 Polk, N.E., Minneapolis 13
2 3
PARTLOW Corp., 2 Campion Rd., New Hartford, N.Y.
3 4
POWERS Regulator Co., 3400 Oakton, Skokie, Ill.
3 4
PRECISION Thermometer & Inst. Co., 1434 Brandywine, Philadelphia
3 4
PYROMETER Instrument Co., Bergenfield, N. J.
2 3 4
ROBERTSHAW Thermostat Division, Youngwood, Pa.
4
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
4
STERLING, Inc., 5200 W. Clinton Ave., Milwaukee 23, Wis.
STOUFFER Graphic Arts Equipment Co., 311 N. Niles, South Bend, Ind.
3 4
TAYLOR Instrument Cos., Rochester 1, N.Y.
2 3 4
TEANECK Chem. Co., 197 Washington Ave., Carlstadt, N. J.
TESTING Machines, Inc., 72 Jericho Tnpk., Mineola, N.Y.
2 3
THWING-Albert Instr. Co., Penn & Pulaski, Philadelphia
2
UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22
2 3
UNITED American Metals, 2246 W. Hubbard, Chicago 12
3

1 2 3 4
UNITED Stereotype Supply Corp., Box 38, W. Lynn, Mass.
3
WESTON Inst. Div., Daystrom, Inc., 614 Frelinghuysen Ave., Newark 12, N. J.
1 2 3
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.
2

TESTING INSTRUMENTS
(see Gauges, Testing Instruments)

THERMOGRAPHIC (Raised Letter) MACHINES AND SUPPLIES

DEVERE Co., 2000 Clark St., Racine, Wis.
STOKES, A., Co., Stokes Lane, Hudson, Ohio
VIRKOTYPE Corp., 111 Rock Ave., Plainfield, N. J.

THIN SPACES

ACME Type Foundry, 633 Plymouth Court, Chicago 5
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
GRAPHIC Arts Research Foundation, 112-114 W. Kinzie St., Chicago 10
★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 1
LOS ANGELES Type & Rule Co., 225½ E. Pico, Los Angeles
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
TAYLOR-Made Rule Co., 65 Flatbush, Brooklyn

THINNING MACHINES (Curved Plates)

HOE, R., & Co., 910 E. 138th St., New York
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

THREAD, TWINE
(see Bookbinders' Supplies)

TICKET PRINTING FOR THE TRADE

ARCUS-Simplex-Brown, Inc., 15 Laight St., New York 13
DALY Ticket Co., 506-08 Vandalia St., Collinsville, Ill.
ELLIOTT Ticket Co., 409 Lafayette St., New York 3
ERSCO, 1930 Patterson, New York 72
FAIR Publishing House, Schauss Ave., Norwalk, Ohio
GLOBE Ticket Co., Inc., 112 N. 12th St., Philadelphia 7
INTERNATIONAL Ticket Co., 58 Grafton Ave., Newark 4
MATHER Coupon Ticket Div., 2924 N. Western, Chicago 18
PREMIER Southern Ticket Co., 1621 Dana Ave., Cincinnati 7
TOLEDO Ticket Co., 3961 Catawba St., Toledo 12, Ohio
U. S. TAG & Ticket Co., 2217 Robb St., Baltimore 18
WELDON, Williams & Lick, 711 N. A, Fort Smith, Ark.

TIE-UP SYSTEMS

AMSTERDAM Continental, 268-Fourth Ave., New York
MENDEZ Co., 30 Beekman St., New York 38
TIE Co., Unadilla, N.Y.
RIEHL Galley Lock Co., 748 E. 82nd, Cleveland 3

TIN EDGING, MOUNTING MACHINES

FAUSTEL, Inc., 12801 W. Silver Spring, Butler, Wis.
STUEBING Auto. Machine Co., 3424 Beekman, Cincinnati

TIPPING MACHINES

BRACKETT Stripping Mach. Co., 505 Jackson, Topeka, Kan.
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia, Kan.
FARRINGTON Bus. Machines Corp., 1218A Industrial Park, New Bedford Mass.
HUNT, W. G., & Co., 119 N. Caledonia, Laurinburg, N.C.
KNIGHT Eng. & Machine Co., P.O. Box 883, Clanton, Ala.
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago
PARRY, S. R., Machine Co., 222 Mill St., Rochester 4, N.Y.
★PEARCE Development Co., 1606 E. 30th St., Cleveland
PIERCE Specialized Equip. Co., 350 Peninsular, San Mateo, Calif.
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
ROBERTSON Bros., Inc., 117 Cedar Lane, Englewood, N. J.
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.
★SUPER Speed, Inc., 742 S. Sherman, Chicago 5

TOOLS

1 Bookbinders
2 Engravers Cutting
3 Machinists
4 Platemakers
5 Portable Electric

1 2 3 4 5
AMERICAN Wood Products & Tool Supply, P.O. Box 520, Edwardsville, Ill.
2
BLACK and Decker Mfg. Co., Towson 4, Md.
5
BROWN & Sharpe Mfg. Co., 235 Promenade St., Providence, R. I.
3
CHICAGO Wheel & Mfg. Co., 1103 W. Monroe, Chicago
3

1 2 3 4 5
CRONITE Co., 88th & Hudson, North Bergen, N. J.
2 4
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
1
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
1
LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.
3
NEW Plastic Corp., 1036 N. Sycamore, Los Angeles 38
3 4
NORTH American Products Corp., P.O. Box 291, Jasper, Ind.
5
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
4
REID, William, Co., 2271 Clybourn Ave., Chicago 14
3
SERVICE Engraving Works, 74 Oraton St., Newark 4
1
★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York
2 4
SPEEDWAY Mfg. Co., 1834 So. 52nd Ave., Cicero 50, Ill.
5
★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
2 4
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
2 4

TRACING PAPER

BIENFANG Paper Co., Metuchen, N. J.
CRAFTINT Mfg. Co., 18501 Euclid Ave., Cleveland 12
RHINELANDER Paper Co., Rhinelander, Wis.
ROSCO Laboratories,, 29 Moore St., Brooklyn
WILLIAMS, Brown, & Earle, 904 Chestnut, Philadelphia 7

TRADE-MARKS, TYPE OR MATS

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore
IMPRINT Matrix Co., Charlotte, N. C.
★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MODERN Matrix Co., Grantsburg, Wis.
OLSEN-Mark Corp., 124 White St., New York 9
ROSS-AD-SEAL, Inc., Lord & Davidson, Indianapolis
STERLING Type Foundry, Charlotte, Mich.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

TRANSFER PAPER

★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
ROSCO Laboratories, 29 Moore St., Brooklyn 6
SINCLAIR & Valentine Co., 611 W. 129th, New York 27

TRIMMING MACHINES (Electrotypers and Stereotypers)

BOICE-Crane Co., 930 W. Central, Toledo 6, Ohio
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., Inc., 910 E. 138th St., New York
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
★RICHARDS, J. A., Co., 903 Pitcher St., Kalamazoo 139, Mich.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

TRUCKS

1 Electric
2 Farm
3 Form File
4 Form Lift
5 Gravure
6 Makeup
7 Metal
8 Paper Handling
9 Press Platform
10 Truck Wheels, Casters
11 Upright, for Bindery

1 2 3 4 5 6 7 8 9 10 11
ALLIED Steel Equip. Co., Lapeer, Mich.
7
★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.
2 4 6
ANDERSON, C. F., & Co., 3225 S. Calumet, Chicago 16
8 11
ANGLE Steel Stool Co., 309 W. Oak, Plainwell, Mich.
7 8
AURORA Equip. Co., Cleveland at Prairie, Aurora, Ill.
7 8
AUTOMATIC Transportation, Div. of Yale & Towne Mfg. Co., 101 W. 87th St., Chicago 20
1 8
BARRETT-Cravens Co., 630 Dundee Road, Northbrook, Ill.
1 2 4 7 8
BEARD Newsprint & Warehouse Co., 8761 Fulton, Detroit 9
2
BERRY Machine Co., 716 N. First St., St. Louis 2
9
★BIG Joe Mfg. Co., Wisconsin Dells, Wis.
1 8
★CHALLENGE Machinery Co., Grand Haven, Mich.
11
CLARK Equipment Co., Industrial Truck Div., Battle Creek 85, Mich.
1 8
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32
8
EASTON Car & Construction Co., Easton, Pa.
8

1 2 3 4 5 6 7 8 9 10 11
ECONOMY Engineering Co., 4511 W. Lake St., Chicago
8
ELECTRIC Heating Co., 8616 Madison Ave., South Gate, Calif.
7
ELWELL-Parker Electric Co., 4205 St. Clair, Cleveland 14
1 8
EQUIPTO Div. Aurora Equipment Co., Aurora, Ill.
7
FAIRBANKS Co., 393 Lafayette St., New York 3
7 8 10
FERGUSON, J. L. Co., P.O. Box 1196, Joliet, Ill.
1 2 3 4 5 10
FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 7
2 8 11
FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia
7 8 9 10 11
GENERAL Sales & Eng. Co., Div. of Davis Machinery Co., 4525 N. Clark St., Chicago 40
1 8 9 11
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
2 6 8
★HAMILTON Mfg. Co., Two Rivers, Wis.
2 4 6 7
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
4 8
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
8
LEWIS-Shepard Products, 125 Walnut, Watertown, Mass.
1 3 4 8 10 11
LIFT Trucks, Inc., 2425 Spring Grove, Cincinnati 14
1 8
MARKET Forge Co., 30 Garvey St., Everett 49, Mass.
1 3 6 8 9 10
MAYVILLE Metal Products Co., Mayville, Wis.
MERCURY Mfg. Co., 4700 W. Division St., Chicago 51
1 10
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.
7
MODERN Equipment Co., 2011 Cuming, Omaha 2, Neb.
7 10
NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich.
5
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
2 6 7
NORMAN, Wm. A., 1133 E. 63rd St., Chicago 37
8
OTIS Elevator Co., Baker Industrial Trucks Div., 1211 W. 80th St., Cleveland 2
2 8
RAYMOND Corp., 160 Madison, Greene, N.Y.
1 8
REVOLVATOR Co., 2000 86th St., North Bergen, N. J.
1 8
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
2
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
5 7 8
SOUTHWEST Machine Co., 30 Warren, Portland, Me.
2
STANDARD Process Corp., 2704 W. Roscoe, Chicago
5
★SUPER Speed Inc., 742 S. Sherman, Chicago 5
11
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
2 6 7 8
TIMESAVER Products Co., 44 Salina St., Pulaski, N.Y.
2
UNITED American Metals, 2246 W. Hubbard, Chicago 12
7
UNITED Stereotype & Supply Co., Box 38, W. Lynn, Mass.
WEBB Machine Works, 1314 Headley St., Shreveport, La.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
2
YALE & Towne Mfg. Co., 11,000 Roosevelt Blvd., Philadelphia 15
1 8
YOUNG, Paul O., Co., Line Lexington, Pa.
7 11

TUSCHE

ARC Litho Specialties Co., Box 666, Freeport, L. I., N.Y.
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
GRAPHIC Chemical & Ink Co., P.O. Box 27, Villa Park, Ill.
★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19
KORN, William, Inc., 260 West St., New York 13
★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
★SINCLAIR & Valentine Co., 611 W. 129th, New York 17
SS ARTIST Materials Inc., 712 N. State St., Chicago 10

TWEEZERS

ATLANTIC Numbering Machine Co., 4702 18th St., Brooklyn 5
HACKENSACK Specialty Mfg. Co., 200 Atlantic St., Hackensack, N. J.
★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
LOS ANGELES Type & Rule Co., 2251½ E. Pico, Los Angeles
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

TYING, PACKAGING MACHINERY (see Packaging & Tying Machines)

TYING UP TAPE (Printed String)

AMSTERDAM Continental, 268 Fourth Ave., New York
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
★MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
NATIONAL Bundle Tyer, Blissfield, Mich.

TYMPAN PACKING AND PAPER (see Cylinder—Drawsheets and Tympans. Also "Tympan" in Paper Section)

TYMPAN PAPER ROLL HOLDERS, WALL BRACKETS

NELSON Vert. Paper Cutter Co., 3105 Arizona Ave., Norfolk, Va.
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

TYMPAN STABBER

HERBERT Products, Inc., 74-32 Jamaica, Woodlawn, N.Y.
ROUSE, H. B., & Co., 2214 Wayne Ave., Chicago 14

TYPE

1 Army and Navy Insignia
2 Borders and Rules
3 Brass
4 Fonts, Monotype and Thompson Cast
5 Foundry
6 Rubber
7 Slugs
8 Steel
9 Type Metal Strip
10 Wood

1 2 3 4 5 6 7 8 9 10
ACME Type Foundry, 633 Plymouth Ct., Chicago 5
2 4 8
ALTAIR Machinery Corp., 55 Vandam St., New York
3
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
2 5 7

Branches in all principal cities.

ATF
Foundry Type
200 Elmora Ave. Elizabeth N. J.

AMERICAN Wood Type Mfg. Co., 42-25 Ninth St., Long Island City 1, N.Y.
10
AMSTERDAM Cont'l Types & Graphic Equip., Inc., 268 Fourth Ave., New York 10
2 3 5
★BALTIMORE Type & Composition, 15 S. Frederick St., Baltimore
2 4 5 7 9
BAUER Alphabets, Inc., 235 E. 45th St., New York 17
5
BELMONT Smelting & Refining Wks., Inc., 330 Belmont Ave., Brooklyn 7
5
BULLARD, Howard O., Inc., 150 Varick St., New York 13
2 4 7 9
DETROIT Type Foundry, Inc., 1959 E. Jefferson, Detroit 7
2 4 5 7 9
EMBOSSOGRAF Corp. of America, 38 W. 21st St., New York 10
1 3
EMPIRE Type Foundry, Delavan, N.Y.
5
★FORCE, William A., & Co., 216 Nichols, Brooklyn 8
3 6 8
FRANKLIN Mfg. Corp., 692 Pleasant, Norwood, Mass.
3
FRIES, Anthony J., & Son, 717 Sycamore St., Cincinnati 2
3 8
GRAPHIC Arts Research Foundation, 112-114 Kinzie, Chicago 10
HAASE Type Foundry, 2023 N. Halsted St., Chicago
5
★HAMILTON Mfg. Co., Two Rivers, Wis.
10
JOHNSON, Joseph E., Co., 610 Atlantic, Brooklyn 17
8
JUDSON Type, Inc., 151 W. 23rd St., New York 11
KELSEY Co., 45 Crown St., Meriden, Conn.
5
LOS ANGELES Type Founders, 2251½ E. Pico, Los Angeles
2 4 5 7 9
★MACKENZIE-Harris, Inc., 659 Folsom, San Francisco 7
2 3 4 5 9
MATTHEWS, Jas. H., & Co., 3814 Forbes St., Pittsburgh
3 6 8
MELIND, Louis, Co., 3524 N. Clark St., Chicago 13
6
MENDEZ, Co., 30 Beekman St., New York 7
2 7 9
MISSOURI-Central Type Foundry, 705 E. Murdock St., Wichita, Kan.
2 5 7
MONO-Trade Co., 213 S. 6th St., Minneapolis 2
2 4 7 9
OLSEN-Mark Corp., 124 White St., New York 13
3 8

PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J.
3 8
PERFECTION Type, Inc., 2716 Nicollet, Minneapolis
1 2 3 5 7 8 9 10
PIONEER Rubber Engraving Co., 21 E. 17th, New York 3
6
PRINTERS Supply Service, 719 S. Dearborn, Chicago 5
2 4 7 9
QUAKER City Type Foundry, 210 W. Chester Pike, Havertown, Pa.
4
SCHMIDT, George T., Inc., 4100 Ravenswood, Chicago
SERVICE Engraving Works, Inc., 74-Oraton St., Newark 4
3
STERLING Type Foundry, Charlotte, Mich.
1 2 5
STEWART, Don, Co., 445 Clay St., San Francisco 11
9
STRIPFOUNDERS, Inc., 4550 S. Federal St., Chicago 9
2 3 9
SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford 1, Conn.
8
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
2 7 9 10
THOMPSON Type Founders, 1414 S. Harwood, Dallas
2 4 7
TURNER Equipment, Inc., 6510 Euclid, Cleveland
2 7 8
★TYPEFOUNDERS, Inc., P.O. Box 11313, Phoenix, Ariz.
5

THE GAY 90'S
THE GAY NINETY'S
The only ANTIQUE foundry type on American point and font scheme
typefounders, Box 11313PL, Phoenix, Ariz.

UNITED American Metals, 2246 W. Hubbard, Chicago 12
2 7
UNIVERSAL Type Metal Co., 1800 S. 54th Ave., Chicago
7 9
WYNAM Engraving Co., 36 Washington, Boston 14

TYPE CASES (see Cabinets, Cases, Racks)

TYPE-HIGH GAUGE (see Gauges and Testing Instruments)

TYPE, SLUG CASTERS (see Composing Machines and Supplies)

TYPEWRITER RIBBON ATTACHMENTS (see Presses, Specialty Printing)

TYPEWRITER RIBBONS

ENNIS Carbon Paper Co., Ennis, Tex.
INTERNATIONAL Business Machines Corp., 590 Madison Ave., New York 22
KEE Lox Mfg. Co., Rochester, N.Y.
LEEDAL Products Mfg. Co., 130 Van Liew, Milltown, N. J.
MITTAG & Volger Inc., 76 Park Ave., Park Ridge, N. J.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York
STAFFORD, S. S., Inc., 609 Washington St., New York 14
UNDERWOOD Corp., 1 Park Ave., New York 16

TYPEWRITERS, JUSTIFYING (See also Photo-Lettering Machines & Phototypesetting Machines)

FRIDEN, Inc., San Leandro, Calif.
INTERNATIONAL Business Machine Corp., 590 Madison Ave., New York 22
REMINGTON Rand, Inc., 315 Fourth Ave., New York
VARITYPER Corp., Subsid. of Addressograph-Multigraph Corp., 728 Frelinghuysen Ave., Newark 5

V

VACUUM PRINTING FRAMES

ANDERSON, Paul, Mfg. Co., P.O. Box 6705, San Antonio 9
BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
BROWN Coating Eqpt. Co., Wellston, Ohio
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 4501 S. Western Ave., Chicago 9
DAVIDSON Co., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

DOUTHITT Corp., 245 Adair St., Detroit 3
GELB, Joseph, Co., 52 Arlington, Newark 2, N. J.
GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.
★LANSTON Monotype Co., Div. of Lanston Industries, "G" St. Below Erie Ave., P.O. Box 4768, Philadelphia 34
LEVY, Max, & Co., Wayne & Berkley, Philadelphia
MASTER Sales & Service Corp., Wynecote, Pa.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
MILLER-Trojan Co., 2 N. Ridge Ave., Troy, Ohio
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
NORTHERN Machine Works, 323 N. Fourth, Philadelphia
★NU ARC Co., 824 S. Western Ave., Chicago
★PROCESS Cameras & Equipment, Inc., 1153 W. Grand, Chicago 22
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TASOPE Co., Tasope Bldg., Aurora, Mo.
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
ZARKIN Mach. Co., 34-19 10 St., Long Island City, N.Y.

VARIABLE SPEED PULLEYS

DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DAYTON Rubber Co., 2342 W. Riverview, Dayton, Ohio
DOUTHITT Corp., 680 E. Fort St., Detroit 26
HORTON Co., 1179 15th Ave., S.E., Minneapolis 14
REEVES Pulley Co., Div. of Reliance Electric & Eng. Co., 1225 7th St., Columbus, Ind.
SANDY HILL Iron & Brass Wrks., 27 Allen, Hudson Falls, N.Y.

VARIABLE SPEED TRANSMISSIONS

ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee 2
AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
ELECTRON Equipment Corp., Box 229, Pasadena, Calif.
GRAHAM Transmissions, Inc., Menomonee Falls, Wis.
HORTON Mfg. Co., Inc., 1179 15th, S.E., Minneapolis 14
LINK-Belt Co., 1700 Prudential Plaza, Chicago 1
OILGEAR Co., 1560 W. Pierce St., Milwaukee 4
REEVES Pulley Co., Div. of Reliance Electric & Eng. Co., 1225 7th St., Columbus, Ind.
SANDY Hill Iron & Brass Wrks., 27 Allen, Hudson Falls, N.Y.
STERLING Electric Motors, 5401 Telegraph, Los Angeles 22
U.S. Electrical Motors, Inc., 200 E. Slauson, Los Angeles 54

VARNISH (see Inks)

VARNISHING MACHINES (see Coating Machines, Cylinder-Roller, Lacquer and Varnish)

VIBRATION CONTROL METHODS

★AMERICAN Felt Co., Glenville, Conn.

VIBRA-MOUNT® vibration absorption mounts for machinery
American Felt Company
Glenville Road
Glenville, Conn.

FELTERS Co., 210 South St., Boston 11
GENERAL Radio Co., Baker Ave., W. Concord, Mass.
KORFUND Co., 48-15 32nd Pl., Long Island City 1, N.Y.
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
VIBRATION Eliminator Co., 10-28 44th, Long Island City 1, N.Y.

W

WASH, BLANKET (see Blanket, Wash, Offset-Litho.)

WASH, TYPE AND CUT

ADHESIVE Products Corp., 1660 Boone, New York 60
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38

REMOVES DRIED INK FAST
ANCHOR CHEMICAL CO. INC.
ANCHOR TYPE WASH
SOLD BY AUTHORIZED ANCHOR DEALERS EVERYWHERE

BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
CAPITOL Printing Ink Co., Inc., 806 Channing Pl., N.E., Washington 18, D.C.
★CHALMERS Chemical Co., 123 Chestnut St., Newark 5
CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago
DIVERSEY Corp., Industrial Main't. Dept., 1820 Roscoe St., Chicago 13
FEDERAL Mining & Mfg. Co., 222 Kearney, Jersey City 4, N. J.
★FLINT Ink Corp., 2546 Clark Ave., Detroit
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
GRAPHIC Arts Laboratories, Box 365, Hamilton, Ohio
★HELLER Roberts Mfg. Corp., 6151 Carnegie Ave., Cleveland 3
INCO Co., 2372 W. 7th St., Cleveland 14
INDIANA Chemical & Mfg. Co., 624 E. Walnut St., Indianapolis 4
LINDEN Chemical Products, 2911 E. Grand Ave., Des Moines 17, Ia.
★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
METALS Refining Co., Box 109, Hammond, Ind.
PECK, James I., (Reg.), 47 High St., West Orange, N. J.
PERFECTION Type, Inc., Kellogg & Cedar, St. Paul, Minn.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
PURE Oil Co., 35 E. Wacker Drive, Chicago 1
ROGERS, Harry H., Co., 5331 S. Cicero Ave., Chicago
RUESCH Co., 649 N. 4th St., Milwaukee 3
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
STANDARD Oil Co. of Ky., Louisville, Ky.
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 4
TAYLOR-Gluem Co., Concord, N. H.
TROJAN Products Co., 53 W. Jackson Blvd., Chicago
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

WASHUP MATERIALS, METHODS (Offset)

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38

REVIVES as it CLEANS ROLLERS & BLANKETS
ANCHOR CHEMICAL CO. INC.
WASH R228
SOLD BY AUTHORIZED ANCHOR DEALERS EVERYWHERE

ANDERSON-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla.
BALDWIN-Gegenheimer Corp., 80 Roebling St., Brooklyn 1
BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5
BURNISHINE Products Co., 8140 N. Ridgeway, Skokie, Ill.
CLEAN-A-Press Machine Co., 821 3rd, Des Moines 1, Ia.
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
FEDERAL Mining & Mfg. Co., 222 Kearney, Jersey City 4, N. J.
FLINT Ink Corp., 2546 Clark Ave., Detroit 9
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19
LINDEN Chemical Products, 2911 E. Grand Ave., Des Moines 17, Ia.
★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
OAKITE Products, Inc., 19 Rector St., New York 6
PECK, James I., 47 High St., West Orange, N. J.
ROLL-O-GRAPHIC Corp., 133 Prince St., New York 12
SCHWARM & Jacobus Co., 1216 Jackson, Cincinnati 10
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
SINCLAIR & Valentine Co., 611 W. 129th, New York 27
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
VAN Son Holland Ink Corp. of America, Mineola, N.Y.
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

WASHUP, OFFSET-LITHOGRAPHIC (see Roller, Inking, Washing Mach.)

WEBBING (see Belts, Belting and Tape)

WELDER, ELECTRIC

GENERAL Electric Co., 1 River Road, Schenectady 5, N.Y.
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

WIPE-ON COATINGS

★LITHO Chem. & Supply Co., 46 Harriet Pl., Lynbrook, L. I., N.Y.
★RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8

RBP PREMIUM "WIPE-ON" process for aluminum plates.
RB&P CHEMICAL & SUPPLY, INC.
1640 N. 31st St.
Milwaukee 8, Wisconsin

WIPERS, MOUTHPIECE, SPACE BAND (see Composing Machines and Supplies)

WIPING CLOTHS

AMES Bag Co., 7009 Euclid Ave., Cleveland
CALLAWAY Mills, 295 Fifth Ave., New York 16
LEEDALL Co., Fiber Products Div., Walpole, Mass.
MARYLAND Wiping Cloth Co., 1810 Worcester, Baltimore
POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y.
SANITARY Wiping Cloth Co., 1550 Ridgely, Baltimore 30
SORG Paper Co., Middletown, Ohio

WIRE

1 Spiral Binding
2 Stapling and Stitching
3 Threading & Looping (Tags)

1 2 3
ACME Staple Co., N. Main St., Franklin, N. H.
2
ACME Steel Co., 135th & Perry Ave., Chicago 27
2
AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland
1 2
BOSTITCH Inc., E. Greenwich, R. I.
2
CHICAGO Steel & Wire Co., 10257 Torrence, Chicago 17
2
DENNISON Mfg. Co., 300 Howard, Framingham, Mass.
★GRAEBER Stringing & Wiring Machine Co., Div. of New Era Mfg. Co., Hawthorne, N. J.
3
★HELLER Roberts Mfg. Corp., 700 Jamaica Ave., Brooklyn 8
2
JONES, James H., Co., 808 W. Washington St., Chicago
2
MAKATAG Co., 2 Linden St., Reading, Mass.
3
McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia 3
2
PABICH, W. R., Mfg. Co., 2323 N. Knox, Chicago 39
2
PRENTISS Wire Mills, Riverside-Alloy Metal Div., H. K. Porter Co., 1 Pavilion Ave., Riverside, N. J.
1 3
SENECA Wire & Mfg. Co., Fostoria, Ohio
1 2 3
SLOVES Mechanical Binding Corp., 601 W. 26th St., New York 1
1

WOOD, CUT BLOCKING, TINT BLOCKS

1 Cut Blocking
2 Die and Envelope-Cutting
3 Tint Blocks

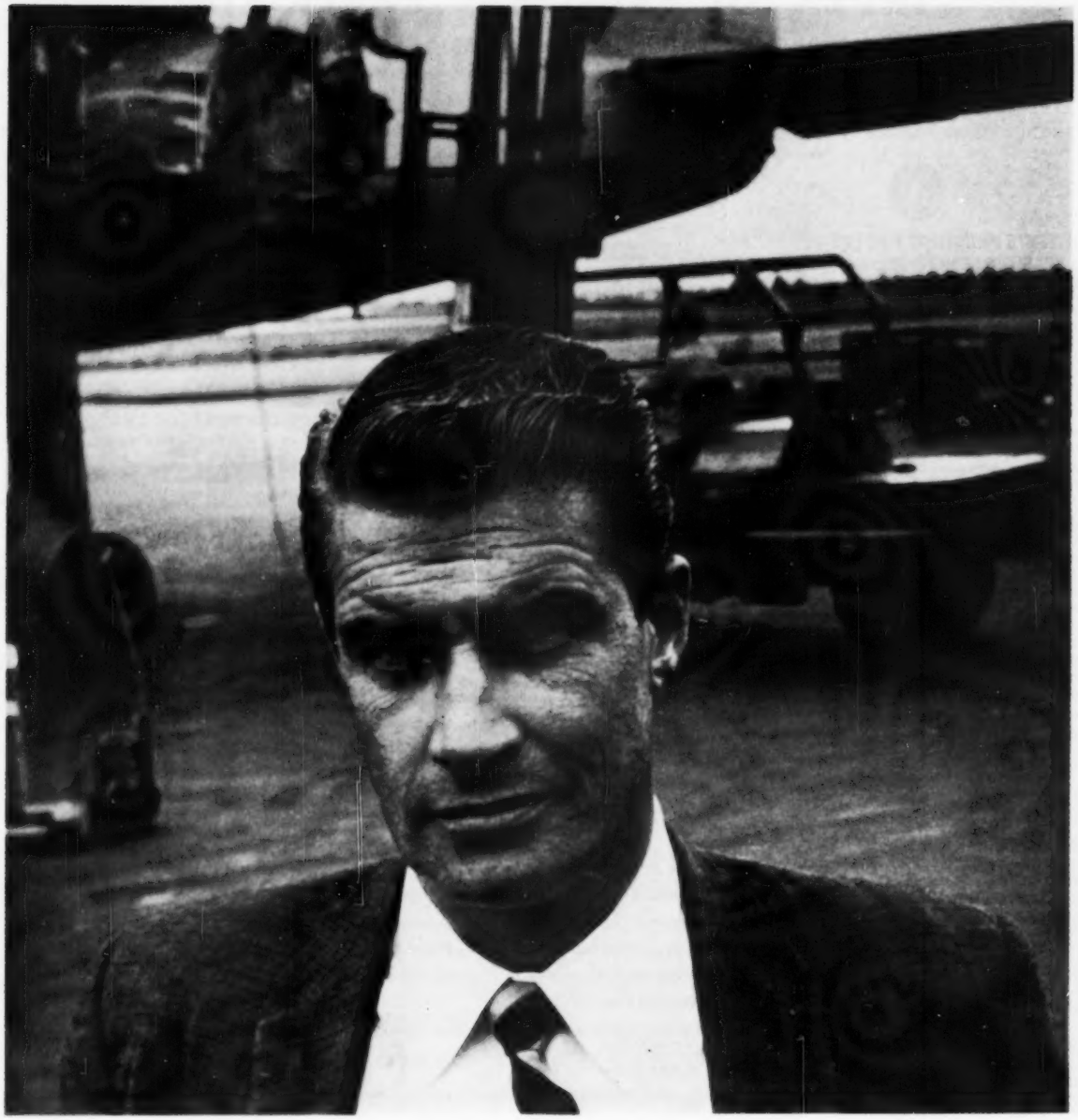
1 2 3
ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
2
AMERICAN Brass Co., Waterbury 20, Conn.
AMERICAN Fabricators, 22 W. 21st St., New York 10
2
AMERICAN Wood Type Mfg. Co., 42-25 Ninth St., Long Island City 1, N.Y.
3
APPLETON Wood Products Co., Douglas & Second Sts., Appleton, Wis.
2
FREMONT Tools & Die Co., 428 N. Wood, Fremont, Ohio
1
IRWIN Mfg. Co., 101 Main St., Garland, Pa.
1 3
MARKEL Rubber Products Inc., 514 Jackson, New York 55
2
MENDEZ Co., 30 Beekman St., New York 7
3
PAR Engraving and Dies Inc., 930 Wyandotte, Kansas City 5, Mo.
3
★PEARCE Development Co., 1606 E. 30th St., Cleveland 14
2
PIONEER Rubber Engraving Co., 21 E. 17th, New York 3
3
★RICHARDS, J. A., Co., 903 N. Pitcher, Kalamazoo, Mich.
1
SANDBERG Mfg. Co., 1959 W. Fulton, Chicago 12
1 2 3
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
1
★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
3
TOLERTON Co., 265 N. Freedom, Alliance, Ohio
1
WELLS Mfg. Co., 1700 S. Main St., South Bend, Ind.
1

WRAPPER, INKS—See Inks, Special

WRAPPING MACHINES

AMSCO Packaging Machinery Co., 31-31 48th Ave., Long Island City, N.Y.
ANDERSON, C. F. & Co., 2225 Calumet Ave., Chicago
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
GELLMAN Mfg. Co., 1700 1st St., Rock Island, Ill.
HAYSSEN Mfg. Co., 1305 St. Clair Ave., Sheboygan, Wis.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
HUMPHREY Design & Mfg. Inc., 16343 Euclid, E. Cleveland 12
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago 29
MAYVAN Corp., 1141 N. Washington Ave., Scranton 9, Pa.
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
REDINGTON Co., F. B., 3000 St. Charles Rd., Bellwood, Ill.
STOKES & Smith Plant, FMC Packaging Machinery Div., 4900 Summerdale Ave., Philadelphia 24
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

A man who's out to make a name for himself and his company – makes it a habit to read his businesspaper regularly and thoroughly. You know there's no surer way to keep abreast of what goes on in your trade or industry. No richer source of useful, usable ideas for getting ahead in your job, or in your field –than the advertising and editorial pages of . . . your businesspaper.



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The Inland and American
PRINTER and LITHOGRAPHER

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS

INDEX TO PRINCIPAL PAPER LINES AND THEIR MANUFACTURERS

A

ADHESIVE PRINTING PAPERS—PRESSURE SENSITIVE

AMERICAN Tape Co., 4058 Beaufait Ave., Detroit 7
FASSON Products, 250 Chester St., Painesville, Ohio
GUMMED Tape & Devices Co., 1069-71 Rogers, Brooklyn
KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago 31
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., Mass.
MARVELLUM Co., Holyoke, Mass.
MID-States Gummed Paper Div., Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
MORGAN Adhesives Co., sub. of Bemis Bro. Bag Co., Stow, Ohio
NASHUA Corp., 44 Franklin St., Nashua, N. H.
PRES-SURE-STIK Corp., 327 E. 29th St., New York 16
SIMON Adhesive Products Corp., 424 W. 33rd, New York
TOPFLIGHT Tape Co., 160 E. 9th Ave., York, Pa.

ANNOUNCEMENT

AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.
BECKETT Paper Co., Hamilton, Ohio
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
CURTIS Paper Co., Newark, Del.
IMPORT Paper Co., 701 W. Washington Blvd., Chicago
KENT Paper Co., Inc., 159 Varick St., New York
LEADER Cards, Inc., 935 S. 5th St., Milwaukee
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
MARVELLUM Co., Holyoke, Mass.
★RISING Paper Co., Park St., Housatonic, Mass.
STRATHMORE Paper Co., West Springfield, Mass.

B

BIBLE PAPER

ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
BARE, D. M., Paper Co., Roaring Springs, Pa.
CRANE & Co., Inc., 30 South St., Dalton, Mass.
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
OLIN-Mathieson Corp., Fine Paper Div., Ecusta Paper Corp., Pisgah Forest, N. C.
SCHWEITZER, Peter J., Div., Kimberly-Clark Corp., P.O. Box 35, Elizabeth, N. J.
★WARREN, S. D., Co., 89 Broad St., Boston 1

BLANKS, PLAIN AND COATED

ALLIED Paper Mills, 1608 Lake, Kalamazoo 99, Mich.
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis
BROWNVILLE Paper Co., Brownville, N.Y.
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
CROCKER-Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.
FRANKLIN Paper Co., Third Level Canal, Holyoke, Mass.
HOLYOKE Card & Paper Co., Fiske Ave., Springfield 9, Mass.
LEWIS, J. P., Co., Beaver Falls, N.Y.
LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.
LOWE Paper Co., River St., Ridgefield, N. J.
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
MILLER Cardboard Corp., 80 Wooster St., New York
MISSISQUOI Specialty Board Div., Standard Packaging Corp., Sheldon Springs, Vt.
OTTEN Brothers Co., 7356 Richmond, Detroit 11, Mich.
WHEELWRIGHT Papers, Inc., Leominster, Mass.

BLOTTING

1 No. 1 Grade
2 No. 2 Grade
3 No. 3 Grade
4 Embossed
5 Enameled
6 Fancy
7 Halftone
8 Offset Pasted
9 Cast coated

1 2 3 4 5 6 7 8 9
ALBEMARLE Paper Mfg. Co., Richmond, Va.
1 2 3 4 5 6 7 8 9
HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
6
OTTEN Brothers Co., 7356 Richmond, Detroit 11
5
PARKER, Joseph, & Son Co., 1155 Whalley Ave., New Haven 15, Conn.
1 2 3 4 7
ROCHESTER Paper Co., Rochester, Mich.
1 2 3 4 5
SORG Paper Co., Middletown, Ohio
1 2 3 4 5 6 7 8 9
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond, Va.
1 2 3 4 5
WHEELWRIGHT Papers, Inc., Leominster, Mass.
1 2 4 5 7 8
WRENN Paper Co., Middletown, Ohio
1 2 3 4 5 6 7 8

BOARD

1 Binders
2 Box and Carton
3 Chip
4 Corrugated
5 Mat
6 Mounting
7 Poster
8 Press
9 Straw
10 Tag

1 2 3 4 5 6 7 8 9 10
ALBEMARLE Paper Mfg. Co., Richmond, Va.
2 4
AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.
2 3 5
★APPLETON Coated Paper Co., Appleton, Wis.
10
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis
5 7
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Dr., Muskegon, Mich.
10
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
2 8 10
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main St., Holyoke, Mass.
2 7
COLLINS, A. M., Mfg. Co., 226 W. Columbia, Philadelphia 22
6 10
CONSOLIDATED Paper Co., Monroe, Mich.
1 2 3 4 5 6 7 9
★CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
5 8
DAVEY Co., 164 Laidlow Ave., Jersey City, N. J.
1 3
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.
6
HAMILTON Paper Co., Miquon, Pa.
6
HOLLINGSWORTH & Vose Co., 112 Washington St., E. Walpole, Mass.
10
HOLLINGSWORTH & Whitney, Division, Scott Paper Co., Front & Market Sts., Chester, Pa.
10
HOLYOKE Card & Paper Co., Fiske Ave., Springfield 7, Mass.
6 10
★INTERNATIONAL Paper Co., 230 E. 42nd St., New York
2 4 10
INTERSTATE Folding Box Co., Middletown, Ohio
2
LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.
10
LOW Paper Co., River St., Ridgefield, N. J.
1 2 3 5 6 7 9
MARVELLUM Co., 28 Appleton St., Holyoke, Mass.
6 7
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
10
MILLER Cardboard Corp., 80 Wooster St., New York 12
5 6 7
MISSISQUOI Specialty Board Div., Standard Packaging Corp., Sheldon Springs, Vt.
6 7 10
OHIO Boxboard Co., Rittman, Ohio
2 3 4 9
RIEGEL Paper Corp., 260 Madison Ave., New York 17
2 8 10
ST. REGIS Paper Co., 150 E. 42nd St., New York
2 4
SCOTT Paper Co., Chester, Pa.
10
SORG Paper Co., Middletown, Ohio
6 8 10

1 2 3 4 5 6 7 8 9 10
★WEST Virginia Pulp & Paper Co., 230 Park, New York
2 4 10
WHEELWRIGHT Papers, Inc., Leominster, Mass.
5 6

BOND PAPER, COATED, ONE SIDE

★APPLETON Coated Paper Co., Appleton, Wis.
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., 94, Mass.
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
MICHIGAN Paper Co., Plainwell, Mich.
PERFECT Safety Paper Div., 299 Kingsland, Nutley, N. J.
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond 12, Va.

BOND AND LEDGER PAPERS

1 100% Rag Content
2 75% Rag Content
3 50% Rag Content
4 25% Rag Content
5 Manifold and Onion Skin Tissue (Thin Paper)
6 Sulphite and other blended chemical wood fibers
7 Writings

1 2 3 4 5 6 7
AETNA Paper Co. Div., Dayton, Ohio
1 2 3 4 6
ALLIED Paper Corp., 1608 Lake St., Kalamazoo, Mich.
6 7
AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.
1 2 3 4 5 6 7
BADGER Paper Mills, Inc., Peshtigo, Wis.
6
BARE, D. M., Paper Co., Roaring Springs, Pa.
6 7
★BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.
6 7
BRIGHTWATER Paper Co., 115 Howland, Adams, Mass.
1 2 3 4 6
★BROWN, L. L., Paper Co., Adams, Mass.
1 2 3 5 7
BROWNVILLE Paper Co., Brownville, N.Y.
1
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
6
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main St., Holyoke, Mass.
1 2 3 4 5 6 7
CRANE & Co., Inc., 30 South St., Dalton, Mass.
1
CROCKER-Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
10
DEXTER, C. H., & Sons, Windsor Locks, Con.
5
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
4 5 6
EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.
6 7
ESLEECK Mfg. Co., Turners Falls, Mass.
5
FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.
6 7
★FLETCHER Paper Co., Alpena, Mich.
5 6
★FOX River Paper Corp., 401 S. Appleton, Appleton, Wis.
1 2 3 4 5
FRASER Paper, Ltd., 420 Lexington Ave., New York
6
FRENCH Paper Co., Niles, Mich.
6
★GILBERT Paper Co., Menasha, Wis.
1 2 3 4 5 6 7
GLATFELTER, P. H., Co., Spring Grove, Pa.
6
GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32
GROVETON Papers, Inc., Groveton, N. H.
6
HAMILTON Paper Co., Miquon, Pa.
3 4
HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
6 7
HARDING-Jones Paper Co., Middletown, Ohio
1 2 3 4 5 6 7
HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
1 2 3 4 5 6 7
★HOWARD Paper Co., Div., Urbana, Ohio
3 4 6
★INTERNATIONAL Paper Co., 230 E. 42nd, New York
5 6
★KIMBERLY-Clark Corp., Neenah, Wis.
KVP Sutherland Paper Co., Kalamazoo, Mich.
5 6 7

1 2 3 4 5 6 7
LEE Paper Co., Vicksburg, Mich.
1 6
LINWEAVE, 21 Cypress St., Springfield, Mass.
1 4 6 7
MAXWELL Paper Co. Div., Franklin, Ohio
6
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
6 7
MICHIGAN Paper Co., Plainwell, Mich.
5 6
★MILLERS Falls Paper Co., Millers Falls, Mass.
2 3 4 5
MOHAWK Paper Mills, Inc., 465 S. Saratoga, Cohoes, N.Y.
6
NEENAH Paper Co., Neenah, Wis.
1 2 3 4 5 7
★NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
6 7
NORTHWEST Paper Co., Cloquet, Minn.
6 7
OLIN-Mathieson Corp., Fine Paper Div., Ecusta Paper Corp., Pisgah Forest, N. C.
5
PAPER Corp. of America, 350 Fifth Ave., New York 1
6 7
PARKER-Young Co., 131 State St., Boston 9
6
★PARSONS Paper Co., Holyoke, Mass.
1 2 3 4 7
★PATERSON Parchment Paper Co., Bristol, Pa.
★PORT HURON Sulphite & Paper Co., Port Huron, Mich.
5 6
RHINELANDER Paper Co., Rhinelander, Wis.
5
★RISING Paper Co., Park St., Housatonic, Mass.
1 4 7
SCHWEITZER, Peter J., Div., Kimberly-Clark Corp., P.O. Box 35, Elizabeth, N. J.
1 5
SIMPSON Paper Co., Div., Simpson-Lee Paper Co., P.O. Box 1008, Everett, Wash.
6 7
SORG Paper Co., Middletown, Ohio
1 2 3 4 5 6 7
SOUTHWORTH Co., West Springfield, Mass.
1 2 3 4 5
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond 12, Va.
6
STRATHMORE Paper Co., West Springfield, Mass.
1 3 4 5 7
TILESTON & Hollingsworth Co., 211 Congress, Boston 10
6
UNIVERSAL Paper Co., Appleton, Wis.
6
VALLEY Paper Co., Holyoke, Mass.
1 2 3 4 5
WARD Paper Co., Merrill, Wis.
5 6
WAUSAU Paper Mills Co., Brokaw, Wis.
6 7
★WESTON, Byron Co., Main St., Dalton, Mass.
1 2 3 4
★WEST Virginia Pulp & Paper Co., 230 Park Ave., New York 17
6
WHITING, George A., Paper Co., Menasha, Wis.
6
WHITING Paper Co., Holyoke, Mass.
1 2 3 4 5 7
★WHITING-Plover Paper Co., Stevens Point, Wis.
1 2 3 4 5

BOOK, COATED

1 Book, Coated, Machine
2 Book, Coated, Offset
3 Colored
4 Dull Finish
5 Gloss Ink
6 No. 1 Grade
7 No. 2 Grade, Folding
8 No. 3 Grade
9 No. 4 Grade
10 Proofing, Coated one Side
11 Special Cast-Coated

1 2 3 4 5 6 7 8 9 10 11
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
2 3 4 5 6 7 8 9 10
★APPLETON Coated Paper Co., Appleton, Wis.
2 3 4 5 6 7 10
CANTINE, Martin, Co., Saugerties, N.Y.
2 3 4 5 6 7 8
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
1 2 11
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyoke, Mass.
7
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22
3
★CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.
1 2
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
2 3 4 5 6 7 8
CROWN-Zellerbach Corp., 36 S. Wabash Ave., Chicago 3
1 2 4
★GILBERT Paper Co., Menasha, Wis.
1 3 4 5
GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32
★INTERNATIONAL Paper Co., 230 E. 42nd St., New York
1 2
KALAMAZOO Paper Co., Kalamazoo, Mich.
6 7 8 9
★KIMBERLY-Clark Corp., Neenah, Wis.
1 2 7 9

1 2 3 4 5 6 7 8 9 10 11
MARVELLUM Co., 28 Appleton St., Holyoke, Mass.
3 4
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
1 2 5 6 8 9
MIAMI Valley Coated Paper Co., Franklin, Ohio
2 3 4 5 7 8
MICHIGAN Paper Co., Plainwell, Mich.
6 7 8 9
MILLER Cardboard Corp., 80 Wooster St., New York 12
4
★NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
10
OXFORD Paper Co., 230 Park Ave., New York 17
1 2 4 6 7 8 9
★PORT Huron Sulphite & Paper Co., Port Huron, Mich.
5 6
READING Glazed Paper Corp., Reading, Pa.
1 3 4 11
REX Paper Co., Kalamazoo, Mich.
2 3 4 6 7 8 9
ST. REGIS Paper Co., 150 E. 42nd St., New York
1 2
SIMPSON Paper Co., Div. Simpson Lee Paper Co., P.O. Box 1008, Everett, Wash.
1 2
SPRINGFIELD Coated Paper Co., 9th, Bailey & Esta Sts., Camden, N. J.
2 3 4 5
★WARREN, S. D., Co., 89 Broad St., Boston 1
1 2 4 5 6 7 8 10
WATERVLIET Paper Co., Watervliet, Mich.
2 5 6 7
★WEST Virginia Pulp & Paper Co., 230 Park, New York
1 2 4 8 9 10
WHITEFORD Paper Co., 420 Lexington, New York 17
WYOMISSING Paper Products Div., Reading, Pa.
11

BOOK, UNCOATED

1 A Grade
2 B Grade
3 C Grade
4 D Grade
5 Antique
6 Coated
7 Eggshell
8 English Finish
9 Machine Finish
10 Mimeograph
11 Offset
12 Rotogravure
13 Super Calendered
14 Text, Deckle Edge
15 Text, Plain Edge
16 Vellum, Weddings

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
★AETNA Paper Co. Div., Dayton, Ohio
1
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
1 2 3 4 5 6 7 8 9 10 11
12 13
AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.
5 7 10
12 14 15 16
BARE, D. M., Paper Co., Roaring Spring, Pa.
1 5 7 8 9 10 11
BECKETT Paper Co., Hamilton, Ohio
1 11
★BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.
1 13 7 8 9 10 11
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
15 5 7 8 10 11
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main St., Holyoke, Mass.
4 16 8
CHILLICOTHE Paper Co., Chillicothe, Ohio
1 5 7 8 11
13 16
★CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
CRANE & Co., Inc., 30 South St., Dalton, Mass.
16
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
CURTIS Paper Co., Newark, Del.
14 15 16
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
10 11
EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.
16 9 10 11
FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.
2 3 5 7 8 9 10 11
12 15
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
16 11
★FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
16
FRASER Paper Limited, 420 Lexington Ave., New York
10
FRENCH Paper Co., Niles, Mich.
12 11
GLATFELTER, P. H., Co., Spring Grove, Pa.
1 2 5 7 8 9 10 11
GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32
HAMILTON Paper Co., Miquon, Pa.
14 15 16 10 11
HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
10 11

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
1 5 8 9 10 11
14 15 16
HOPPER Paper Co., Taylorville, Ill.
11
HOLLINGSWORTH & Whitney, Div., Scott Paper Co., Front & Market Sts., Chester, Pa. 11
★HOWARD Paper Co. Div., Urbana, Ohio
10 11
★INTERNATIONAL Paper Co., 230 E. 42nd, New York 17
1 2 3 4 7 8 9 10 11
12 13 14 15
KALAMAZOO Paper Co., Kalamazoo, Mich.
3 11
★KIMBERLY-Clark Corp., Neenah, Wis.
10
KVP Sutherland Paper Co., Kalamazoo, Mich.
11
LEE Paper Co., Vicksburg, Mich.
14 15 16
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
14 15 16
★MAXWELL Paper Co. Div., Franklin, Ohio
10 11
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
1 2 3 4 5 7 8 9 10 11
12 13 15
MICHIGAN Paper Company, Plainwell, Mich.
1 2 3 4 5 7 8 9
12
MINNESOTA & Ontario Paper Co., 500 Investors Bldg., Minneapolis
1 2 5 7 11
12 13
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N.Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
★NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
10 11
NEW YORK & Pennsylvania Co., 425 Park, New York 17
1 2 3 4 5 7 8 11
13
NORTHWEST Paper Co., Cloquet, Minn.
1 2 5 7 8 10 11
15 16
OXFORD Paper Co., 230 Park Ave., New York 17
1 2 5 7 8 9 10 11
12 13
PAPER Corp. of America, 350 Fifth Ave., New York 1
2 5 8 9 10 11
★PENINSULAR Paper Co., Ypsilanti, Mich.
14 15 6 11
REX Paper Co., Kalamazoo, Mich.
11
★RISING Paper Co., Park St., Housatonic, Mass.
15 16
ST. REGIS Paper Co., 150 E. 42nd St., New York
1 2 3 4 9
12 13
SIMPSON Paper Co., Div., Simpson-Lee Paper Co., P.O. Box 1008, Everett, Wash.
13 15 7 8 9 10 11
SORG Paper Co., Middletown, Ohio
5 7 9 10 11
13 14 15 16
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond 12, Va.
15 16 8 10 11
STRATHMORE Paper Co., West Springfield, Mass.
14 15 16
TILESTON & Hollingsworth Co., 211 Congress, Boston 10
1 2 3 5 7 8 9 10 11
13 15 16
UNION Bag-Camp Paper Corp., Franklin Va.
11
UNIVERSAL Paper Co., Appleton, Wis. 10
★WARREN, S. D., Co., 89 Broad St., Boston 1
1 2 3 5 6 7 8 11
13
WAUSAU Paper Mills, Brokaw, Wis.
15 16 10 11
★WEST Virginia Pulp & Paper Co., 230 Park, New York
1 2 5 7 8 9 10 11
12 13
WHITING, George A., Paper Co., Menasha, Wis.
16
WHITING Paper Company, Holyoke, Mass.

BRISTOLS

1 Coated Bristols and Post Card
2 Index, 100% Rag Content
3 Index, 50% Rag Content
4 Index, 25% Rag Content
5 Index, Sulphite and Bleached Sulphate
6 Wedding
7 Railroad
8 Tough Check

1 2 3 4 5 6 7 8
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
1
AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.
3 5 6
★APPLETON Coated Paper Co., Appleton, Wis.
1 8
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis
1 7 8
★BROWN, L. L., Paper Co., Adams, Mass.
2 3
CANTINE, Martin Co., Saugerties 1, N.Y.
1

1 2 3 4 5 6 7 8
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Drive., Muskegon, Mich.
5
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
1 5
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyoke, Mass.
2 3 4 5
COLLINS Mfg. Co., North Wilbraham, Mass.
2 3 4
CRANE & Co., Inc., 30 South St., Dalton, Mass.
2 6
CROCKER-Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
1 4 5
CROCKER-McElwain Co., Holyoke, Mass.
1 3 4
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
1 5
★FOX River Paper Corp., 401 S. Appleton, Appleton, Wis.
6
FRANKLIN Paper Co., Third Level Canal, Holyoke, Mass.
5
★GILBERT Paper Co., Menasha, Wis.
2 3 4
GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32
HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
5
HARDING-Jones Paper Co., Middletown, Ohio
2 3 4 6
HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
2 3 4 5 6
HOLLINGSWORTH & Whitney, Div. of Scott Paper Co., Front & Market Sts., Chester, Pa.
5
HOLYOKE Card & Paper Co., Fiske Ave., Springfield, Mass.
1 8
HOPPER Paper Co., Taylorville, Ill.
5
★INTERNATIONAL Paper Co., 230 E. 42nd, New York 17
5 8
LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.
1 4 5
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts. 94, Mass.
1
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
6
MARVELLUM Co., 29 Appleton St., Holyoke, Mass.
1
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
1 5
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, O.
1 8
MISSISQUOI Specialty Board Div., Standard Packaging Corp., Sheldon Springs, Vt.
1 7
NEENAH Paper Co., Neenah, Wis.
3 4
NORTHWEST Paper Co., Cloquet, Minn.
5
OTTEN Bros. Co., 7356 Richmond St., Detroit 11
1 2 6 7 8
★PARSONS Paper Co., Holyoke, Mass.
2 3 4
★PENINSULAR Paper Co., Ypsilanti, Mich.
5
PERFECT Safety Paper Co., 299 Kingsland Road, Nutley 10, N. J. 5
RIEGEL Paper Corp., 342 Madison Ave., New York 17
5
★RISING Paper Co., Park St., Housatonic, Mass.
2 6
SCHLOSSER Paper Corp., 350 Hudson, New York 14
SCOTT Paper Co., Chester, Pa.
5
SIMPSON Paper Co., Div., Simpson Lee Paper Co., P.O. Box 1008, Everett, Wash.
5
SORG Paper Co., Middletown, Ohio
2 3 4 5
STANDARD Paper Mfg. Co., Box 1554, Richmond, Va.
5 6
STRATHMORE Paper Co., West Springfield, Mass.
4 6
TILESTON & Hollingsworth Co., 211 Congress, Boston 10
5
UNION Bag-Camp Paper Corp., Franklin, Va.
1 5
VALLEY Paper Co., Holyoke, Mass.
3
★WARREN, S. D., Co., 89 Broad St., Boston 1
1
WATERVLIET Paper Co., Watervliet, Mich.
1
WAUSAU Paper Mills, Brokaw, Wis.
5
★WEST Virginia Pulp & Paper Co., 230 Park, New York
1 5
★WESTON, Byron, Co., Main St., Dalton, Mass.
2 3 4 6
WHEELWRIGHT Papers, Inc., Leominster, Mass.
1 5
WHITEFORD Paper Co., 420 Lexington, New York 17
WHITING Paper Co., Holyoke, Mass.
2 3 4 6
WINDSOR Card Co., 208 N. Wells, Chicago 6
6

C

CARBON PAPER

1 Boxed
2 One-time
1 2
ACE Carbon Paper Co., 413 Summer St., Boston 18
AMERICAN Carbon Paper Co., 1313 W. Lake, Chicago
AMERICAN Register Co., 565 W. Washington, Chicago 6
COLUMBIA Ribbon & Carbon Mfg. Co., Herb Hill Rd., Glen Cove, L. I., N.Y.
1 2
ENNIS Carbon Papers Co., Ennis, Tex.
1 2
★FRYE Mfg. Co., 2531 Dean Ave., Des Moines 4, Ia.
2

Harvey Whiting
Dallas, Texas
Representing . . .
Frye
The Department Store of One-Time Carbons
Ask Harvey how Frye's unmatched inventory of stock sizes of one-time carbons means faster service—lower cost—happier customers!
Stock sizes ready in ★ Stock Designs ★ Pencil Carbon ★ Processed Carbons ★ Rolls ★ Carbonized Printing Paper.
And for special order jobs, its been *"Specify Frye"* since 1912.
FRYE MANUFACTURING COMPANY
2531 Dean Ave. - Des Moines 4, Iowa

GENERAL Manifold & Printing Co., Franklin, Pa.
HANO, Philip, Co., Inc., 85 Sargeant St., Holyoke, Mass.
KEE Lox Mfg. Co., Rochester 1, N.Y.
LEEDAL Products Mfg. Co., Milltown, N. J.
MITTAG & Volger, Inc., 76 Park, Park Ridge, N. J.
O.T.C. Corp., 28 Appleton, Holyoke, Mass.
2
★PATERSON Parchment Paper Co., Bristol, Pa.
PEERLESS Key-Imperial Mfg. Co., 401 Mulberry, Newark
★PORT Huron Sulphite & Paper Co., Port Huron, Mich.
2

HURON CARBON
Product of PORT HURON
ONE-TIME
PORT HURON SULPHITE & PAPER CO.
•
PORT HURON, MICHIGAN

REMINGTON-Rand, 315 Fourth Ave., New York
STAFFORD, S. S., 609 Washington St., New York
STORMS, H. M., Co., 561 Grand St., Brooklyn
UNDERWOOD Corp., 1 Park Ave., New York 16

CARBONLESS COPYING PAPER

★NATIONAL Cash Register Co., Main & K, Dayton 9, O.

CELLOPHANE

1 Bags
2 Cord
3 Envelopes
4 Ribbon
5 Twine
1 2 3 4 5
AMES Bag Co., 7009 Euclid Ave., Cleveland
DANIELS Mfg. Co., 114 W. Kemp St., Rhinelander, Wis.
DOBECKMUN, Co., P.O. 6417, Cleveland 1
1 3
NASHNA Corp., Nashua, N. H.
1
UNITED States Envelope Co., 21 Cypress St., Springfield 2, Mass.
1 3
WRAPTURE, Inc., 133-30 32nd Ave., Flushing 54, N.Y.
1 3

CLOTH-LINED PAPER

BEMIS Bro. Bag Co., 408 Pine St., Box 22, St. Louis 2
GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio
HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
HOLLISTON Mills, Inc., Lenox St., Norwood, Mass.
MID-States Gummed Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
NASHUA Corp., 44 Franklin St., Nashua, N. H.
REXFORD Paper Co., 3100 W. Mill Rd., Milwaukee 9
WYOMISSING Paper Products Div., Reading, Pa.

COVER PAPERS

1 Acetate Film Surface
2 Coated
3 Decorative
4 Duplex
5 Embossed Finish
6 Pyroxylin Coated
7 Rag Content
8 Sulphite
9 Velour One Side
1 2 3 4 5 6 7 8 9
ALBEMARLE Paper Mfg. Co., Richmond, Va.
5 8
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
2
AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.
3 5 8
★APPLETON Coated Paper Co., Appleton, Wis.
2
ARTCOTE Papers, Inc., 390 Coit St., Irvington 11, N. J.
BECKETT Paper Co., Hamilton, Ohio
5 7 8
BEVERIDGE Paper Co., Indianapolis
6 8
CANTINE, Martin, Co., Saugerties 1, N.Y.
2
CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, Ill.
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Drive, Muskegon, Mich.
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
2 5 8
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyoke, Mass.
3 4 5 8
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22
2 3 4 5
CROCKER-Burbank Paper, Inc., 545 Westminster St., Fitchburg, Mass.
2
CURTIS Paper Co., Newark, Del.
7 8
DENNISON Mfg. Co., Framingham, Mass.
6
DICK, A. B., Co., 5700 W. Touhy Ave., Chicago 48
8
DOBECKMUN Co., P.O. Box 6417, Cleveland 1
1
EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.
5 8
★EASTMAN Kodak, 343 State, Rochester 4, N.Y.
1
★GILBERT Paper Co., Menasha, Wis.
7
GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32
HAMILTON Paper Co., Miquon, Pa.
7 8
HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
2 4 5 8
HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
2 3 4 5
HARDING-Jones Paper Co., Middletown, Ohio
7
HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
4 5 7 8
HOLYOKE Card & Paper Co., Fiske Ave., Springfield 7, Mass.
2 3 4 5
★INTERNATIONAL Paper Co., 230 E. 42nd St., New York
2 5
KNOWLTON Brothers, 213 Factory St., Watertown, N.Y.
7
LEE Paper Co., Vicksburg, Mich.
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PIERCE Specialized Equip. Co., 348 Peninsular Ave., San Mateo, Calif.

★PIONEER Toledo Corp., 1130 Nebraska Ave., Toledo, Ohio

★PITMAN, Harold M., Co., 51st & 33rd, Chicago 50
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PITNEY-Bowes Inc., 757 Pacific St., Stamford, Conn.
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★PORT HURON Sulphite & Paper Co., Port Huron, Mich.

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PRES-SURE-STIK Corp., 327 E. 29th St., New York 16

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RELIANCE Electric & Eng. Co., 1088 Ivanhoe, Cleveland
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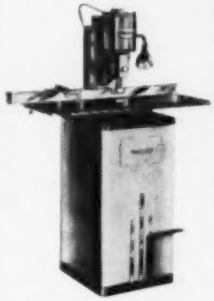

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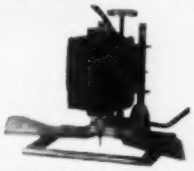

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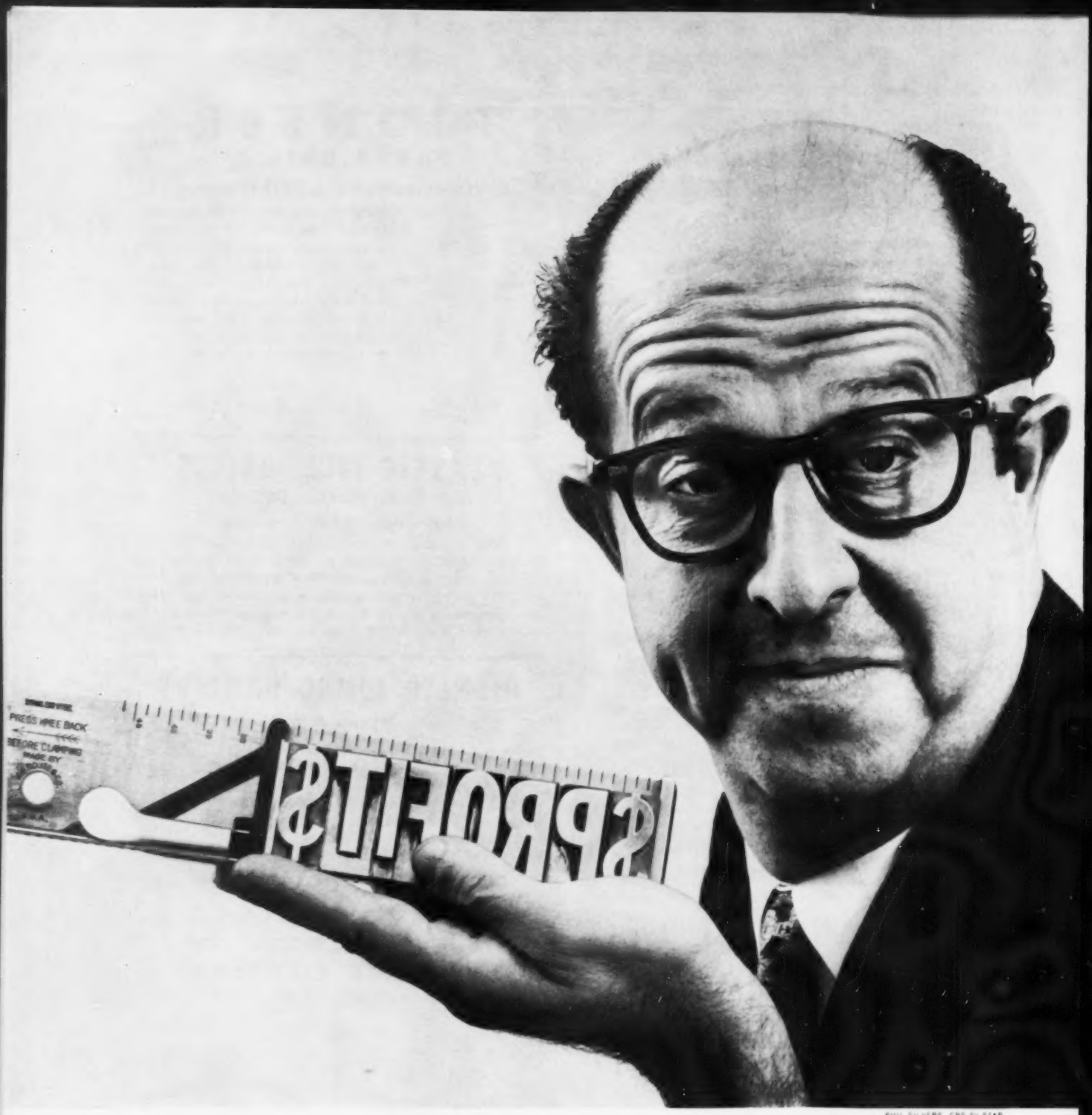

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31 Miehle Co. says the next best thing to a V-50 Vertical is a rebuilt V-36 and wants to prove it to you with a free booklet showing how a V-36 is rebuilt.

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41 Let International Paper Co. show you the the magnificent color results you can get with its Springhill, Ticonderoga, and Champlain (coated) offset papers.

42 This illustrated booklet describes Minnesota Mining and Manufacturing Co.'s line of graphic arts products—litho plates, chemicals, makeready, tympans, etc.

43 Brown-Bridge Mills, Inc. has a demonstrator kit filled with printed samples of its gummed paper line, also a gummed paper swatch book and idea book.

44 For better ink performance get Sinclair and Valentine Co.'s folder on Accelogloss offset inks and its swatch book of 24 Zephyr screen process colors.

45 A fact-filled illustrated folder on its complete line of rotary and typographic numbering machines is free from Atlantic Numbering Machine Co.

46 Let Pitney-Bowes, Inc. show you how to solve folding and inserting problems. This illustrated booklet details labor-saving folding and inserting units.

47 Time records of jobs set at the 7th Graphic Arts Exhibition on Ludlow Typograph Co. units and samples of Ludlow composition are offered in two large handsome books.

48 Didde-Glaser's Tandemer is a low-cost, roll-fed offset unit that gives big-press performance. This folder will show you the facts on the press and auxiliary units.

49 Here's a 102-page, tab-indexed catalog showing the latest-design composing room equipment available from the Hamilton Manufacturing Co.

50 Ludlow Papers, Inc. is offering two folders with samples enclosed of its Eleet "Dot-Gummed" label papers and its Old Tavern gold and platinum papers.

51 Goodyear Tire & Rubber Co. is inviting lithographers to learn the advantages of using hi-fi offset blankets. Attractive folder gives the details.

52 "Compare Ariel Bond from A to Z." That's the title of a lively, colorful, fact-packed booklet from Champion Paper and Fibre Co. on its Ariel Bond paper.

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55 Packer Manufacturing Co. has ad reprints and specification sheets on its flexographic presses, sheeters, die-cutter and creaser units, and boxboard presses.

56 Get Electric Eye's booklet describing the Hurletron Registrol systems for automatic register control around and across your press cylinders.

57 A kit from Anaconda Aluminum Co. discusses foil lithography and art preparation for it, and includes sample jobs on Analith precoated aluminum foil stock.

58 Vulcan Rubber Products Div. of Reeves Brothers, Inc. has a booklet on offset blankets. It contains mostly material published in the trade press.

59 An amusing booklet from Hammermill Paper Co. explains what relative humidity is, tells how it affects paper, and points out ways to control it.

60 Two folders showing how Baldwin ink fountain agitators and press washers can bring better quality, lower costs to your pressroom are free from Baldwin-Gegenheimer.

61 A "Workbook of Creative Letterhead Design" from Whiting-Plover Paper Co. is filled with suggestions, illustrations, and samples to aid letterhead layout.

62 Platemaking equipment for Du Pont's flat or curved Dycril plates is detailed in two brochures from Master Sales & Service Corp. Get them today.

63 Here's a specimen portfolio of forms with hot wax spot carbon applications by the Transkrit Corp.'s process that is exclusively for the trade.

64 Robertson Photo-Mechanix, Inc. is announcing its new 481 full-range camera with a 28-square-inch film capacity. Circle this number to receive details.

65 Lithographers, modernize your shops with dot-etch, storage, and layout tables; form-liners; developing sinks, etc.—all detailed in this Hamilton Mfg. Co. catalog.

66 Here's a large sample booklet from Nekoosa-Edwards Paper Co. showing color printing on paper of different colors, weights, and finishes. Get it today.

67 A two-color folder from nuArc Co., Inc. presents vital information on its line of flip-top platemakers available in seven sizes, 13x18 to 50x62 inches.

68 A file folder of sample letterheads on certificate bond is yours for the asking from the Chemical Fine Paper and Board Division of Standard Packaging Corp.

69 You can have this free booklet telling how to take care of rollers and what happens to them if you don't, compliments of Ideal Roller and Manufacturing Co.

70 Letterpress and combination shops will want to see these two colorful broadsides full of data on Heidelberg's two-color rotary-flat-bed combination press.

71 "How to Reduce Vibration With Vibra-Mount," a booklet from American Felt Co., tells how to mount presses and other machinery to cut vibration and noise.

72 Du Pont discusses colored paper in a stenographic notebook, slightly jazzed up. It has some of the best art, photo, and printing effects you're likely to see for some time.

73 Do your gathering and tipping methods need updating. Then help yourself to this folder on Didde-Glaser's Speed-Klect collator. It gives full specifications.

74 Do your customers demand top-quality color work. To make life easier get this brochure on the Durst G-139 process color separator for transparency work.

75 Don't miss this brochure by Hamilton Tool Co. showing its four-color litho press, collator, spot carbonizers, and other modern bindery and pressroom equipment.

76 Rapid Roller offers the services of its research laboratory to anyone who has a problem to lick in rollers or press blankets. Circle this number for information.

77 Fairchild Graphic Equipment offers a 24-page booklet, "More Type in Less Time," describing Teletypsetter equipment for the automation of linecasting machines.

78 Learn what makes the difference in carbon papers. Send for Port Huron's new booklet, "The Story of Quality Carbons." They'll send carbon paper samples, too.

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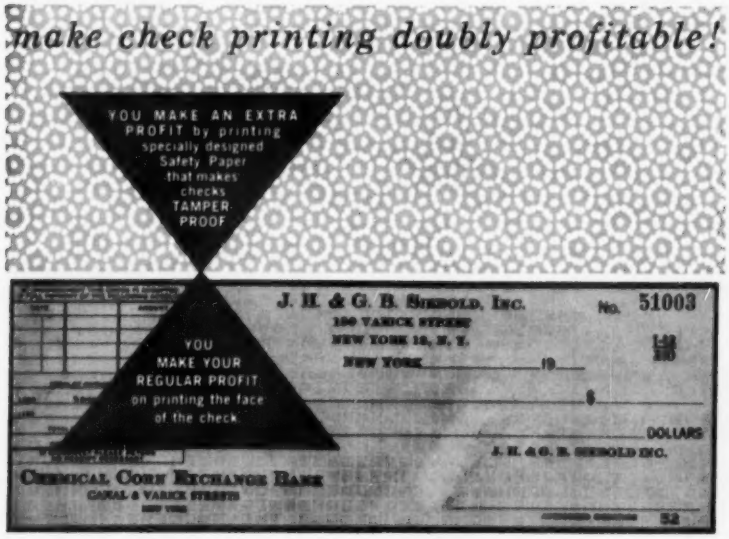

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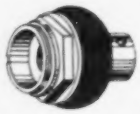

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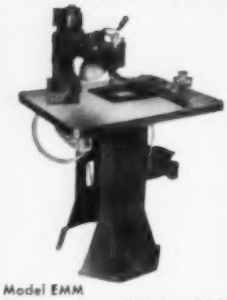

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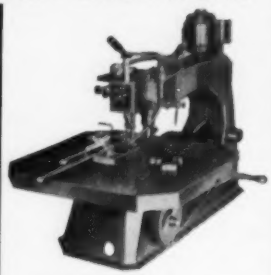

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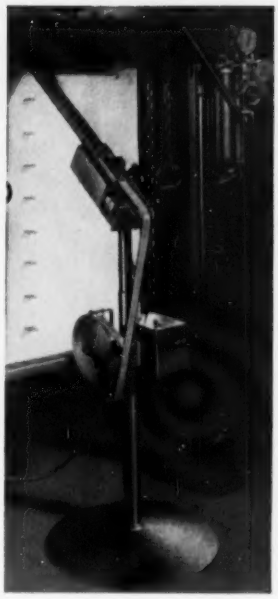

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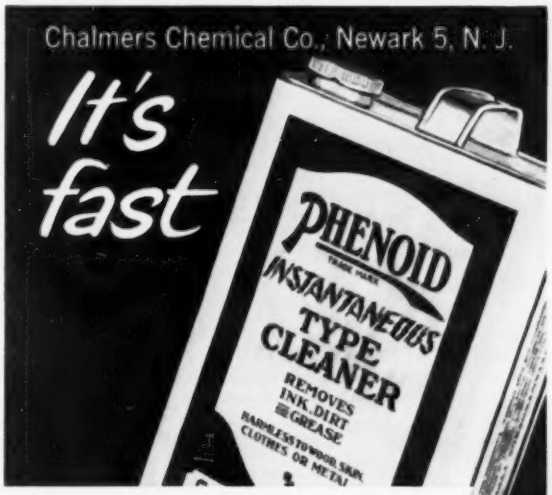

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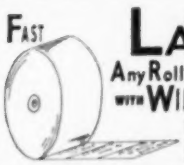

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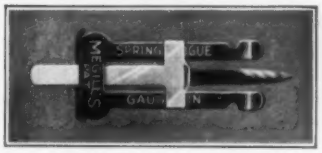

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Acme Printing Appliance Co. 184
Acrolite Products 185
Amalgamated Lithographers of America 43, 44, 45, 46
American Felt Co. 166
American Graphic Arts Machinery Co. 176
American Numbering Machine Co. 181
American Roller Co. 40
American Steel Chase Co. 185
American Type Founders 21, 22, 23, 24, 130, 135, 137, 153, 154, 155, 156, 157, 158, 165
Anaconda Aluminum Co. 37
Anchor Chemical Co., Inc. 129, 131, 132, 136, 137, 138, 143, 147, 160, 163, 166
Apex Business Systems 134
Appleton Coated Paper Company 87
Arbogust Company 186
Arvey Corp. 150
Associated Business Publications 167
Automatic Saw Co. 161

Bahnson Company 124
Baltotype 182
Baum, Russell E., Inc. ..... Inside Front Cover
Beall, Jack, Vertical Service, Inc. 157
Bergstrom Paper Co. 42
Big Joe Mfg. Co. 4
Brown-Bridge Mills, Inc. 128
Brown, L. L., Paper Co. 108

Cameo Die and Label Co. 150
Central Compounding Co. 185
Challenge Machinery Co. 123, 135, 141, 144, 145, 154, 158, 160
Chalmers Chemical Co. 183
Champion Paper & Fibre Co. 67, 68
Champlain Co., Inc. 32
Chemco Photoproducts Co., Inc. 95, 135, 136, 153, 156
Cheshire, Inc. 92
Consolidated Water Power & Paper Co. 178
Corkpak Co., Inc. 132
Coughlin Mfg. Co. 144
Counter & Control Corp. 183
Cowan Pressroom Products, Inc. 182
Cromwell Paper Co. 115, 116
Cutler-Hammer, Inc. 6, 7

Didde-Glaser, Inc. 91
Dow Chemical Co. 97, 98
Doyle, J. E., Co. 146, 154, 184
duPont de Nemours, E. I., & Co., Inc. 5

Eastman Kodak Co.
Recordak Corp., Subsidiary 11
Econo Products, Inc. 105
Economy Printers Products Co. 185

Fairchild Graphic Equipment
Div. of Fairchild Camera & Instrument Corp. 13
Fletcher Paper Co. 94
Flint Ink Corp. 110
Force, William A., & Co., Inc. 112
Form House, Inc. 186
Fox River Paper Corp. 104
Frye Manufacturing Co. 130, 132, 133, 135, 145, 150, 155, 170

General Precision Equipment Corp.
Strong Electric Corp., Subsidiary 99
Gilbert Paper Co. 16
Goes Lithographing Co. 184
Graeber Stringing & Wiring Machine Co.
Div. of New Era Mfg. Co. 101
Graphic Arts Employment Service, Inc. 185

HCM Corp. 34
Haloid Xerox, Inc. 177
Hamilton Mfg. Co. 117
Hantscho, George, Co., Inc. 111
Harris-Intertype Corp. ..... 29, 78, 79, 156, Back Cover
Harris-Seybold Co.
Div. of Harris-Intertype Corp. ..... 29, Back Cover
Heidelberg Sales & Service 27
Heller Roberts Mfg. Corp.
Roberts Numbering Machine Div. 121
Hill Rubber Co., Inc. 184
Hot Spot Carbonizing Corp. 184
Howard Paper Mills, Inc.
Div. of St. Regis Paper Co.
Howard Paper Co., Div. 49
Maxwell Paper Co., Div. 50
Hultberg, Erik 153

Ideal Roller & Mfg. Co. 107
Interchemical Corp. 131, 143, 147, 148, 149, 150, 153
International Paper Co. 25, 26

Keller, George R. 137, 153, 176
Kimberly-Clark Corp. 8, 9, 38
Kingsport Press, Inc. 139

Lanston Monotype Co.
Div. of Lanston Industries, Inc. 31
Lawson Printing Machine Co. 159
Litho Chemical & Supply Co., Inc. 2
Lithoplate, Inc.
Subsidiary of Harris-Intertype Corp. 156
Ludlow Typograph Co. 1

Macbeth Arc Lamp Co. 151
Mackenzie & Harris, Inc. 186
Megill, Edward L., Co. 185
Mergenthaler Linotype Co. ..... Inside Back Cover
Miehle-Goss-Dexter, Inc. 103
Millers Falls Paper Co. 106
Mort, Ralph H., Co. 140, 160
Mueller Color Plate Co. 183

National Cash Register Co. 33
National Vulcanized Fibre Co.
Parsons Paper Div. 28
Naz-Dar Co. 162
Nekoosa-Edwards Paper Co. 14, 15
New Era Mfg. Co. 83
Graeber Stringing & Wiring Machine Co. Div. 101
Wetter Numbering Machine Co., Div. 138
nuArc Company, Inc. 93

Offen, B., & Co. 185
Ortleb Machinery Co. 123

Packer Mfg. Co. 120
Paper Manufacturers Co. 35, 138, 171
Parsons Paper Div.
National Vulcanized Fibre Co. 28
Pate Co. 161
Paterson Parchment Paper Co. 41
Pearce Development Co. 159
Peninsular Paper Co. 125, 126
Pioneer Toledo Corp. 177
Pitman, Harold M., Co. 136, 143, 144, 153, 156
Popkin, Jack L., & Co. 158, 160
Port Huron Sulphite & Paper Co. 170
Process Cameras & Equipment Co. 123
Puglisi-Dutro, Inc.
Div. of Western Gear Corp. 36

Rapid Roller Co. 10
RB&P Chemical & Supply Co. 137, 140, 153, 156, 166
Recordak Corp.
Subsidiary, Eastman Kodak Company 11
Richards, J. A., Co. 182
Rising Paper Co. 186
Roberts Numbering Machine Div.
Heller Roberts Mfg. Corp. 121
Robertson Photo-Mechanix, Inc. 100
Roll-O-Graphic Corp. 140, 149, 162
Rosback, F. P., Co. 122

Schriber Machinery Co. 137
Schriber Press Co. 158
Sheridan, T. W. & C. B., Co. 12
Siebold, J. H. & G. B., Inc. 181
Simco Company 182
Southworth Machine Co. 17
Statikil 163, 184
St. Regis Paper Company
Howard Paper Mills, Inc., Div. 49, 50
Strong Electric Corp.
Sub. of General Precision Equipment Corp. 99
Super Speed Printing Machinery, Inc. 114

Takk Corp. 163
Ti-Pi 186
Transkrit Corp. 135
Typefounders, Inc. 165
Type & Press of Illinois 184

Union Envelope Co. 118, 119
Universal Mono-Tabular Corp. 109

Vandercook & Sons, Inc. 185
Verner, B., & Co., Inc. 185

Warren, S.D., Co. 113
Wesel Mfg. Co. 183
Western Gear Corp.
Puglisi-Dutro, Inc., Div. 36
Weston, Byron, Co. 39
West Virginia Pulp & Paper Co. 18, 19
Wetter Numbering Machine Co.
Div. of New Era Mfg. Co. 138
Whiting-Plover Paper Co. 30
Williamson & Co., Inc. 20
Wilsolite Corp. 177
Wing's, Chauncey, Sons 185

THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ 1961 WILL BE AN UPSIDE DOWN YEAR. We received our first 1961 calendar the other day—and those analysts and business economists are probably right! Typographically at least, 1961 looks just as good upside down as it does right side up!

★ QUESTIONS PRINTING SALESMEN CAN'T ANSWER: Where can I find a type face that matches the lettering on my Grandfather's mustache cup? How fast can I get one billion copies of something printed? What is the cost of addressing and mailing 21,000 live baby turtles? Since I gave you the order three days ago and sent you only 16 pages of revisions yesterday, will you please explain why you can't deliver my brochure by this Friday? What do you mean, "halftone"? I'm willing to pay for a whole one. When was the deadline for my copy? Where are my proofs? Why?

★ SOMETHING NEW IN PRINTING: "It has been more than 50 years since the revolutionary advent of color offset and gravure printing." So began an article by William C. Huebner of Mamaroneck, N.Y., in a recent issue of the *Photoengravers Bulletin*. Mr. Huebner is one of the patriarchs of the graphic arts industry in this country. He is known as an inventor *par excellence*. He's been around for about 80 years and is still going strong. He's even invented things that haven't even been thought of yet! There's nothing especially startling in that first sentence, but it's what he said after it that counts. Listen in:

"At its beginning both were hailed as the broad highway to better, bigger results in the printing industry, with matching higher and higher and surer profits. With better results to show, demands for the printed product grew prodigiously, and with this demand the lithographic industry underwent vast expansion.

"Today, a half century later, we are practically where we started in our printing techniques, and we are using these old techniques in a physical plant that has doubled and quadrupled several times. Horse-and-buggy techniques in a jet age; horse-and-buggy profits, too.

"The great physical expansion of the printing industry, as well as that of other industries, has brought problems along with it.

"While volume of business has increased, costs, hidden and out in the open, have advanced almost ruinously. The cost of labor with its ever-decreasing work-day schedules and its ever-increasing marginal benefits is a heavy burden. Obsolescence of equipment, outmoded before it is worn out, low earnings on capital investments that have yet to be amortized, and high federal, state, and municipal taxes that must be met—these are among the challenges of management today. They are indeed exigent.

"Other industries have met the challenge with new techniques and procedures; but the printing industry has stood still on all the basic changes that mean the difference between profit and loss.

"Let's face it:

"*Offset* procedures are the same as those used in the first complete color offset plant [The Huebner-Bleistein Co., Buffalo, N.Y.] in 1911. All basic procedures used today were used then.

"*Rotogravure* is essentially the same as it was when first installed in the plants of the *New York Times*, *Chicago Tribune*, and the National Cash Register Co., Dayton, Ohio, about 1913.

"*Letterpress* procedures in photoengraving, electrotyping, and stereotyping are practically unchanged.

"To be sure, there have been research groups in the printing industry, but their reports, usually read at conventions, are vague and unimaginative, focusing more on minor rather than major problems. . . . What has happened to all the research money spent during all these years? Where are the results?

"The answer to the industry's management problem must be found in *better use of existing equipment*. This is evidently not the time for great capital changes. Existing equipment must be operated *profitably* until amortized and replaced.

"It *can* be operated profitably by the use of new procedures. There will be resistance to them, as there always is, but this resistance can be broken down when the end results are manifest.

"One of these new procedures is the elimination of costly makeovers due to unpredictable results in color reproduction. It ends guesswork and hit-and-miss plate production forever. A new durable press plate is here now—capable of over a million impressions.

"And with the use of this new plate is a twin procedure that eliminates the water fountain and its variables on the offset press. This is done simply by removal of the water fountains and substitutions of the new Saltsfog Dispenser which does the ink-repellent job more scientifically and economically. The same system is useful and profitable for letterpress. Relief etchings and their duplicates are superseded by planosurface plates on any letterpress.

"These procedures represent a long stride toward much better results and higher profits. They are the first step in the rejuvenation of existing equipment. Their installation and use is one positive way in which management can meet the challenge of today's complex business picture in general, and the printing industry's specific problems in particular."

★ LAST WORD FOR THE YEAR: Down through the ages, the written word has enlightened man's knowledge. There were signs and wonders in Biblical times, since man could not read. Later, medieval manuscripts done by hand brought knowledge to more and more.

Today the printed word is commonplace. But it has not lost its purpose—to instruct, to persuade, to enlighten.

Through its 77 years of service, THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER has helped its subscribers to light a tiny corner of someone's world against the darkness. Our seasonal message to you all is taken from a bright Star—Peace on Earth, Good Will to Men—a centuries-old but sincere greeting of the season. So—a Merry Christmas to you all. Let's look forward to a bright New Year.

QUADS RIGHT!

QUADS LEFT!

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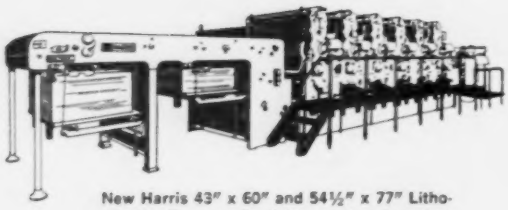

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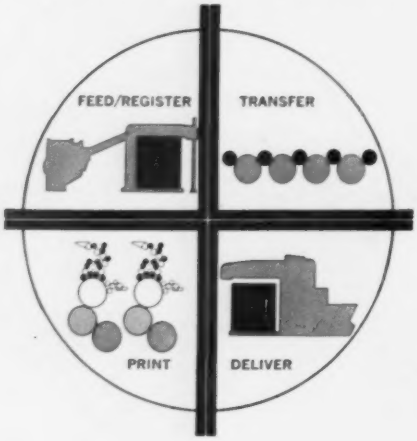

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In the Harris Transfer Control Zone only two cylinders per printing unit carry the sheet—the impression cylinder and the double-sized transfer cylinder. In addition, at least seven other features maintain the sheet stabilization and positive register *initiated* at the Feed/Register Control Zone.

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